OCTOBER 15, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly [illegible] of Radio

Broadcast Advertising

Capital Cities Hemmaway
1026 Woodward Bldg.
Washington, D.C. 5 514

a letter

— open-style — to a man who asked us a question

DEAR SIR:

You ask, "Why should I use radio, particularly WOR?" You add, "Never mind statistics and station comparisons and things like that. I'll get around to them when it comes to the questions of specific time and program selection Just sort of . . . Well, you must have some general reasons as to why you believe in WOR so much."

Here at WOR we, more than 300 of us, have, above all things, a deep faith in WOR's ability to generate *action*. It never really occurred to us how complacently this feeling is taken for granted here at WOR, until your question prompted us into putting it down on paper. The reason? Well, it seems to be a belief developed through years of consistent exposure to the speed and economy with which WOR makes people *do* things.

When WOR airs the speech of a politician, the song of a poet, the explanation of an economist, or a grocer's spot announcement, WOR knows that it's to provoke action, emotional or material, or both. Maybe this kind of thinking goes on in all media. We don't know. But we *do* know that it colors everything we do here at WOR, from program building to poising a mike for the most effective pickup.

But this desire to create resultful action would be a futile thing if it were not backed by "know-how". WOR has the know-how — an accumulative, and constantly maturing, trio of skills which are the products of almost a quarter of a century of specializing in the more effective and economical use of sound.

They are

INGENUITY — the experience, equipment and brain-power to plan a program schedule that attracts *more* listeners for *less*, thus reducing your cost and creating more action.

THOROUGHNESS — WOR's carefully tailored distribution of its 50,000 watts which delivers what you have to say to the most densely-populated area of homes with radios on the Eastern Seaboard.

IMAGINATION — WOR's constant desire to consider and effectively apply the *new* in both program thought and technique. This keeps the schedule elastic and exciting and makes it a more effective carrier for your message.

Most sincerely,

wor

— that power-full station,

at 1440 Broadway, in New York

member of the mutual broadcasting system

In Chicago, too . . .

Mrs. Mayer often performs household tasks with the radio going; 7½-months-old Nancy Susan is entirely too busy to listen right now.

The Mayer family in their homey living room on Chicago's North side; Lewis Mayer, talking to Nancy Susan; chubby Judith Ann and Mrs. Mayer at right.

The Families Count

MEET OUR LISTENING FRIENDS, THE MAYERS— PART OF YOUR CHICAGO CITY MARKET

FAMILY buying keys your market in the vast city of Chicago, just as it does in towns and farms throughout Midwest America. So let's call on a thoroughly *Chicago* family, the Lewis Mayers of 5949 Lakewood on the North side.

Lewis drives with the inhalator squad of the fire department; on off days, he chauffeurs an ambulance. Mrs. Mayer is kept busy at home with 4½-year-old Judy and the "reigning princess," Nancy Susan. The Mayers have lived in the same house for 18 years, a comfortable flat in a pleasant residential neighborhood.

Family listening habits are much the same over the Midwest: the same policies of service and entertainment that hold *farm families* make for loyal *city family* listening. The Mayers have tuned in WLS regularly since headphone days in 1924. Julian Bentley and Ervin Lewis with news; Your Home and Mine; WLS Feature Foods, WLS National Barn Dance are all heard frequently by the Mayers.

Such regular listening for so many years makes listening *friends;* friends have *confidence* in their radio station and its advertisers. To know more about our city-town-farm market of over 14 million people, and how WLS will introduce your merchandise to these families of "old friends," call a John Blair man today.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Bringing Philadelphians news of a new Europe

Philadelphians are getting an intimate picture of peacetime Europe through the special broadcasts of Barbara Barnes over WPEN. Miss Barnes, artist, writer, lecturer and experienced traveler, is now studying conditions in various European countries for *The Evening Bulletin,* the largest evening newspaper in America. Like other expert observers on *The Bulletin* staff, she broadcasts exclusively over WPEN.

The program is another example of WPEN service in the Philadelphia listening area. Now owned and operated by *The Bulletin,* WPEN is bringing Philadelphians many new live-talent programs designed to meet their local needs and interests.

Listeners have been quick to respond. Every day more and more Philadelphians are turning their dials to 950 and WPEN.

950

WPEN

. . . the Station for Philadelphians

And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

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BROADCASTING... at deadline

Closed Circuit

NOW THAT Associated Press has exhausted its legal remedies in anti-trust proceedings brought by Dept. of Justice on membership, it wouldn't be surprising to see change in policy affecting radio clients of Press Assn. Inc., AP subsidiary. There have been conversations looking toward station membership in cooperative news association, placing them on same level with newspapers.

HAVE YOU noticed MBS now has on the air four of the ten largest radio advertisers in the U. S.? As of Jan. 1, 1945 when the Kobak administration took over, none of the big 10 was represented. The four soon will become five, by the way.

CLAIM BY CBS last week that it has successfully broadcast high-frequency television in full color gave rise to speculation on start of "upstairs" service. Westinghouse, GE and Federal all are racing against time to complete construction of first high-definition microwave TV transmitter. Columbia engineers hope to be on air with color by early spring.

AMERICAN is quietly auditioning programs for submission to Republic Steel Corp., which will go on air if right kind of show can be found. Republic agency is Meldrum & Fewsmith, Cleveland.

EASTON WOOLLEY, NBC's manager of station relations, may get a vice-presidency soon. He succeeded William S. Hedges as department head when the veteran VP several months ago took over important new task of planning and development.

NOW ON terminal leave from Army, preparatory to final discharge, Col. William S. Paley returns to presidency of CBS Oct. 22 after more than three years of Government service. There's no confirmation, but it's still a good bet that Paley will be elected chairman of the board of CBS and turn over presidency to Paul W. Kesten, who has been executive head during entire time of Col. Paley's absence.

ENSCONCED at his new headquarters at NAB, Judge Justin Miller is moving very deliberately on reorganization. He wants to get acquainted with personnel and functioning of departments before he undertakes additions, deletions or transfers.

IT'S REPORTED Col. Thomas H. A. Lewis, who left Young & Rubicam vice-presidency to become chief of Armed Forces Radio Service, soon will be released, with regular Army officer as replacement. Some months ago he was slated to become vice-president of American (Blue), but that was when Chet LaRoche, his ex-Y & R colleague, was directing head.

ADD TO radio's personnel soon to leave Uncle Sam: Lt. Col. Jack W. Harris, radio and communications officer on Gen. MacArthur's staff. He hopes to return to civilian life shortly after

(*Continued on page 102*)

Upcoming

Oct. 15: FCC hearing on New York FM assignments. Room 6121 New Postoffice Bldg., 10:30 a.m.

Oct. 18-19: NAB Public Relations Executive Committee, Hotel Roosevelt, New York.

Oct. 19: FMBI Board, Ambassador East Hotel, Chicago.

Oct. 22: NAB Small Markets Stations Committee, Statler Hotel, Washington.

Oct. 22: BMB Technical Research Committee, BMB hdqrs., New York.

Nov. 4-10: National Radio Week.

Bulletins

FCC Friday released a list of 164 FM station applications received prior to close of business Oct. 8. List showed California leading in applications with 22, Pennsylvania second with 18 and Illinois third with 12. If in satisfactory form, applications will be accepted as of date of receipt and appropriate file numbers assigned.

EFFECTIVE Oct. 27 all war correspondents, both radio and press, accredited to Gen. MacArthur's command, revert to status of civilian foreign correspondents. It means they'll have to dig up own shelter, food and transportation, all furnished now by Army. Similar order affecting China theater, becoming effective today, brought protest to War Secretary Patterson from U. S. correspondents who charged it restricts coverage. Col. Joseph Dickey, China theater PRO, declined to transmit protest through channels.

WMAQ EXPANDS NEWS

LOCAL NEWS coverage is being expanded by WMAQ Chicago, NBC key, with assignment of Sheldon W. Peterson as roving reporter. Station plans on-the-scene coverage of local events, using film recorder, and reporting of more local news, said William Ray, NBC central division director of news and special events.

COLE TO NEW YORK

ALBERT V. COLE, promotion manager of WRC Washington and formerly of the editorial staff of BROADCASTING, has been transferred by NBC to the network's promotion and advertising department in New York, effective Oct. 22. Lt. James Seiler, former WRC promotion manager now out of the Navy, takes his place.

FELTIS SPEAKS

HUGH FELTIS, president of BMB, on Oct. 24 will address weekly luncheon of the Chicago Management Club, Harlow Roberts, club president, announced Friday. Mr. Feltis will be in Chicago Oct. 24-25 for NAB small stations committee meeting at the Palmer House.

Business Briefly

PINEX CAMPAIGN ● Spot campaign for Pinex Co., Fort Wayne, begins on some 100 U. S. and Canadian stations Nov. 5 for 17 weeks. Agency, Russel M. Seeds Co., Chicago.

COSMETIC APPOINTMENT ● John G. Ayars Co., St. Louis (Helen Ayars hand cream), to Olian Adv. Co., Chicago-St. Louis. Will use radio.

BOOK-OF-MONTH SERIES ● For fourth season Book-of-the-Month Club, New York, will sponsor 90-minute Sunday evening concerts, *New Friends of Music*, on WQXR New York, starting Nov. 4 for 16 weeks. Club also sponsors *Author Meets the Critics* on WHN New York. Agency, Schwab & Beatty, New York.

UNITED FRUIT SERIES ● United Fruit Co., New York, sponsors Pat Barnes on WEAF New York, Tuesdays-Thursdays-Saturdays, 7:45-8 a.m., beginning Oct. 16. Agency, BBDO, placed 52-week contract.

MILK PRODUCERS CAMPAIGN ● California milk producers have approved statewide advertising campaign to meet postwar problems of the industry. Producers voted assessment of ½-cent per pound on butter fat produced in October and May, anticipating $375,000 annual fund for campaign.

TEEN-TIMERS EXPANDS ● Teen-Timers Inc., New York (Teen-Timer dresses and cosmetics) has appointed Buchanan & Co., New York, to handle its advertising, including *Teen-Timers Show* on NBC Saturdays. Plans include expansion of present network schedule and other media.

FURRIER SPOTS ● Dupler's Furs Inc., New York, has named Lew Kashuk Adv. Co., New York, as agency. Spot campaign is planned.

TUDOR CONSIDERS RADIO ● Tudor Products, New York (Quickee waterless hand cleaner), has appointed Reiss Adv., New York, to handle its advertising. Radio is considered.

CONNER-WALKER MERGER

MERGER of the Walker Adv. Agency, San Francisco, with the Conner Co., also of San Francisco, was announced by E. W. Conner, president of firm bearing his name. Shirley Walker becomes executive vice-president of new firm, which will have staff of 17.

PAY HIKES FOR GUILD

RADIO WRITERS GUILD salary differences with American, CBS, NBC and WQXR New York, have been settled in accordance with WLB General Order No. 40, effective Aug. 18, which denotes that if employer and employe were in agreement there is no further necessity for WLB approval. CBS shortwave, dramatic and continuity writers; NBC dramatic, continuity and news writers; American and WQXR dramatic and continuity writers, all Guild members, receive pay increases retroactive to November 1944.

Business Leaders plan for *Louisville!*

☆ B. F. Avery & Sons Co. *plans . . .*

AS the oldest farm implement manufacturer in the United States, we believe we are facing at the present time the greatest opportunity we have ever had.

Prior to the war we concentrated our efforts in the South doing an annual business of from $2,500,000 to $3,000,000 through our ten branches. We were employing at that time approximately 500 people.

We are now in the process of spending $1,500,000 on complete modernization of our machinery, machine tools and the enlargement of several of our buildings.

Our present plan calls for an increase of 250 employees and by this time next year we expect to be employing 1,000 people.

At the first of the year we plan to introduce a small tractor to our present large tractor line and when we are able to get into full production we expect to triple our tractor output.

We now have approximately 120 dealers with 200 additional dealer applicants in the South. We are invading the Middlewest market through the steadily increasing number of Montgomery Ward farm stores.

Our estimated volume for 1946 is $7,000,000.

We have greater confidence in the era to come than we have had in any of those we have passed through since our beginning in 1820.

PHILIP H. NOLAND, *President*

☆ Sears, Roebuck & Co. *plans . . .*

I AM happy to announce that we are very optimistic about the future here. As a matter of fact, we have already planned for a rather extensive expansion program for the Louisville area.

Our plans for an enlarged Department Store at 8th and Broadway are already completed and we hope to get under way with this expansion just as soon as restrictions are lifted.

This enlargement will just about double the space of our present store and just about double the selling space and service facilities in our Service Station.

This means that we will have to add substantially to our payroll and of course in this set-up we will provide one of the best and most complete stores in this area.

So I reiterate what I said in the beginning, we approach the future very optimistically.

J. T. GRIFFIN, *General Manager*

No. 1 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

KOIL

Goes Basic ABC

NOVEMBER 1.

NEW SHOWS for Omaha—greater audiences for Omaha advertisers. That's what happens when KOIL goes basic ABC, November 1.

NEW DATA FILE

You'll get complete facts of this important network change soon in KOIL's new, simplified data file. It will be sent all time buyers and agencies. This handy new guide to the profitable Omaha market also will be available through our representatives, Edward Petry Co., Inc.

Cash in on KOIL's Advancement By network Change by using KOIL to reach the Omaha market.

Basic American
November 1, 1945

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING

The Weekly Newsmagazine of Radio

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At Washington Headquarters

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU
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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
1509 North Vine St. *GLa*dstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

Mr. Hooper Reports*...

WRC first choice

OF WASHINGTON LISTENERS

FIRST CHOICE OF MORNING LISTENERS
8 A. M. to 12 Noon—Monday thru Friday

FIRST CHOICE OF AFTERNOON LISTENERS
12 Noon to 6 P. M.—Monday thru Friday

FIRST CHOICE OF EVENING LISTENERS
6 to 10:30 P. M.—Monday thru Friday

FIRST CHOICE OF SUNDAY AFTERNOON LISTENERS
12 Noon to 6 P. M.—Sundays

During the 14½ hours that Mr. Hooper measures Washington's listening habits you'll find WRC the preferred station. And for the other 4½ hours that WRC is on the air other authoritative surveys* prove our continuing leadership! For example—over 30% of the audience wakes up with Bill Herson's daily 6 to 9 a.m. "Timekeeper" program. At 11:30 p.m. Richard Harkness signs off his nightly commentary with as much as 49% of the audience. From 6 a.m. on . . . all day long—all night long—WRC retains a firm FIRST as Washington's preferred station. With advertisers, agencies and listeners—today, as for the past 23 years—WRC is undisputedly Washingtons' FIRST CHOICE.

** A request on your letterhead to either WRC or NBC Spot Sales will bring detailed evidence of WRC's position in this most stable of markets.*

Now Promoting the NBC Parade of Stars

FIRST in WASHINGTON

WRC NBC

Represented by NBC SPOT SALES

* Hooper Station Listening Index, July-August, 1945.

THERE'S NOTHING P

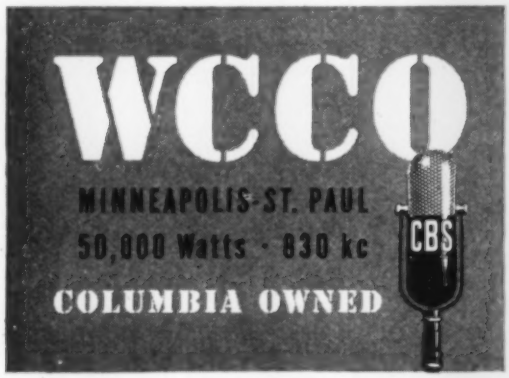
PERSONAL ABOUT THIS DIARY

...or the facts it reveals about Northwest radio listening

This isn't an ordinary diary. It's a very impersonal journal kept for us by a very impartial company called Industrial Surveys. They've made friends with representative people in every part of the vast Northwest WCCO covers—placed logbooks beside all kinds of radios from consoles to crystal sets. Listeners cooperatively record every twist of their radio dials—turn in a wide-open picture of their listening habits authentic enough to catch any radio advertiser's eye.

Take the CBS Listener Diary for Spring 1945. Listeners in the 123 day-and-night primary counties served by WCCO noted such an overwhelming preference for WCCO via their program books that it *almost* astounded us.

HERE'S HOW THEY LISTEN:	
WCCO is *first* in 126 out of 132 morning quarter-hours (M-S, 6 am-9 am; M-F 9 am-12 Noon)	**WCCO** is *first* in 42 out of 44 Sunday quarter-hours (7 am-6 pm)
WCCO is *first* in 100 out of 120 afternoon quarter-hours (M-F, 12 Noon-6 pm)	**WCCO** is *first* in 26 out of 36 Saturday quarter-hours (9 am-6 pm)
WCCO is *first* in 162 out of 168 evening quarter-hours (S-S, 6 pm-Midnight)	Or, day and night, every day in the week, WCCO leads in more than nine out of every ten quarter-hours of broadcast time.



Convincing as these figures are, they can't begin to tell the whole story of Northwest listening. A story written in our Diary by the people who make and break your sales records—*radio listeners themselves.* You can hear the rest of it by calling us or Radio Sales.

"Good Neighbor to the Northwest"

REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS

2 years on WWDC

That's the record performance of one of the outstanding merchants of the country.

Wonder Clothes are successful because they either see sales after an ad or radio program is issued—or they find out what was wrong.

They seem to find that WWDC produces . . . they've been on our station for two solid years.

Local retailers, in any town, are notoriously wise buyers. There's a tip for you in the Wonder Clothes operation . . . in Washington, D. C., radio station WWDC delivers.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

My Impression of Europe

(Fifth of a series by members of the U. S. Mission to ETO)

By CLAIR R. McCOLLOUGH

General Manager, Mason-Dixon Radio Group

EUROPE needs a sturdy replica of the "American System of Broadcasting", Federal Communications Commission and all. This might not be the cure for all its apparent ills, but it would certainly be a tremendous step in the right direction. How are people and nations ever to become really free and learn to live in peace and intelligent understanding with one another, if the spoken word by radio is to be continued as a government-in-power monopoly? Is there a concrete instance on record where any principal country on the European continent over any reasonable period of time ever used radio broadcasting for any reason other than furthering the interests of a few and the ultimate abuse of its people? I believe not.

Mr. McCollough

The only radio broadcasting system on the European continent today that has the respect and trust of anyone and everyone is that of the American Forces Network and it is certainly not a secret that AFN is principally a United States Army operation. Go one step further and you have the complete picture.

Who conceived, created, and operates AFN for the Army? The answer is obvious, American broadcasters trained in the "American system of broadcasting" and now serving in the armed forces. Any object in enlarging upon the subject beyond this point would be en-

(Continued on page 82)

Sellers of Sales

STRAIGHT out of high school, William G. Rowe — better known as Bill — started his career in advertising. He was graduated in 1925 from Kansas City High School, an Ellis Plan degree holder, and a Townsend student. The same year he went to Loomis Potts and Potts-Turnbull, Kansas City.

BILL

There, from 1925 to 1932 he got the basics of advertising — research, production, copy and client service. In 1933 to 1935 he was with Remington-Rand doing selling. The next two years were also a good background for an agency career. He joined Hall Brothers Greeting Card Co. in the advertising department. Then came an offer to return to agency work.

Since 1937 he has been with Carter Advertising Agency, Kansas City. At the time he joined Carter as production manager, it was Carter-Owens Agency. He rose from production manager, then account executive, and now is senior account executive, vice-president and assistant manager.

His principal radio account is Helzberg's Diamonds, which he handles among others for KCKN Kansas City.

Active in civic affairs, Bill is a member of the Advertising & Sales Executives Club, the Metro Club, and Toastmasters Club of Kansas City.

He was born in New York July 19, 1908. He is married, and has one daughter, five years old.

Interested in architecture, Bill is at present using all his spare time studying a new home soon to be built. He has been planning it for a long time, but now with building restrictions and materials easing up, the blueprints are really beginning to materialize.

Sell with WDEL

Wilmington Delaware

NBC Basic Station

5000 WATTS

DAY and NIGHT

Represented by

RAYMER

The hopes and plans, resources and accomplishments, troubles and triumphs of typical Southwestern towns in the KVOO area are portrayed every Sunday in a human interest half hour broadcast "Main Street Speaks" which has been a public service feature of KVOO for almost a year. In the picture, Ken Miller, KVOO News Editor and Moderator on the program, discusses with citizens of Antlers, Oklahoma, plans for the rebuilding of their town which had been almost entirely destroyed by a tornado a day or two before. "Main Street Speaks" is another of the outstanding KVOO programs which opens KVOO microphones to those who have something to say for the good of their fellow men. It furthers KVOO's policy to operate in the "public interest, convenience and necessity" to provide broadcasting "of the People, by the People, for the People."

"Singers always have a favorite critic ...mine is a PRESTO RECORDING!"

"I know of no better check on my work than hearing it with my own ears," says Morton Downey of the famed tenor voice. "That's why I have each of my Coca-Cola programs transcribed. I feel that a Presto Recording—with its fine, clear reproduction and fidelity to musical tones—gives me a reliable basis for improvement."

Presto sound recording and transcription equipment is used by major broadcasting stations from coast to coast. Schools, colleges and business organizations, too, depend on Presto to help train students and personnel. A Presto Recorder is easy to operate. It stands up under hard usage. In short, it's a precision instrument designed to produce consistently superior results. Write for complete information.

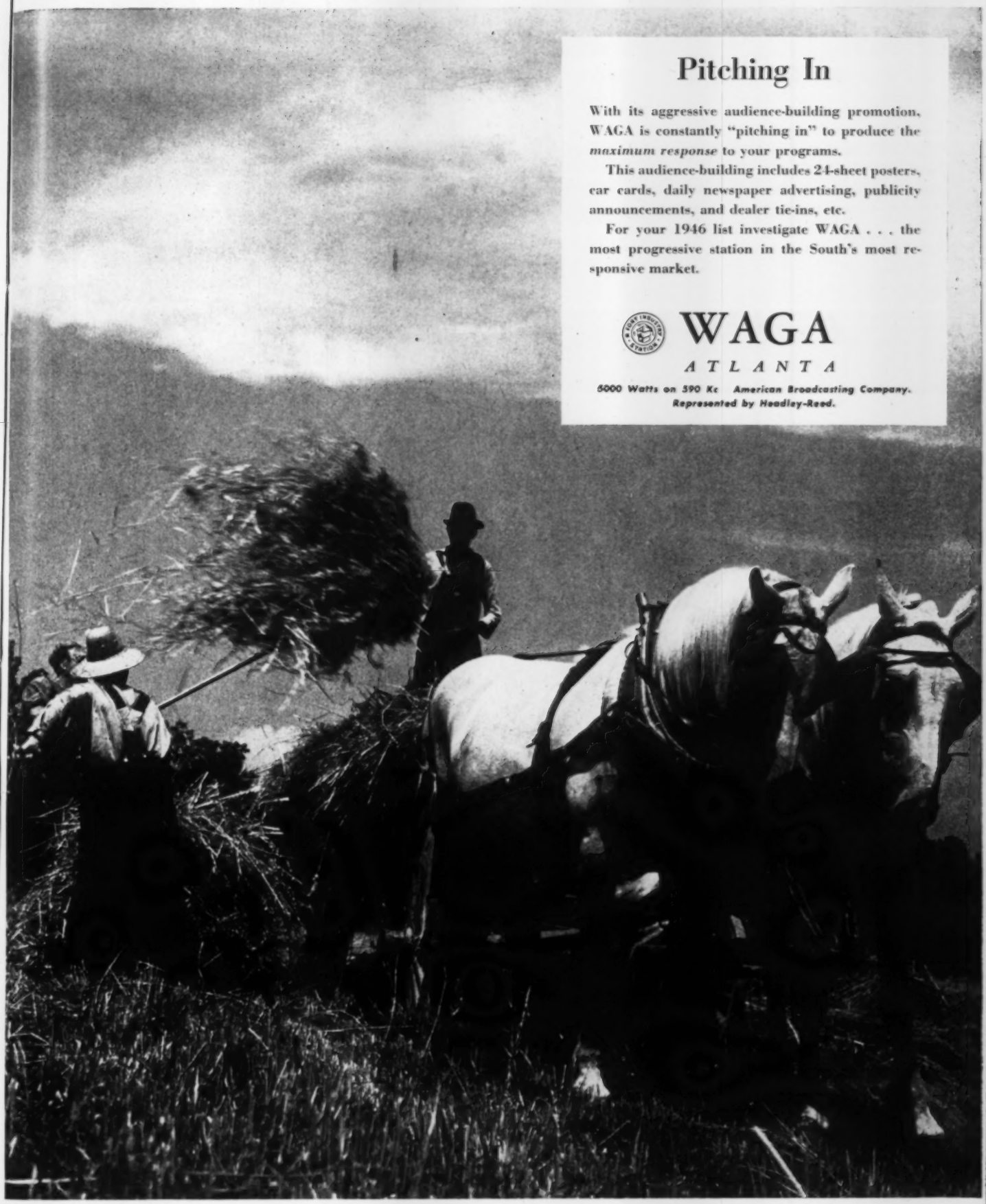
PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS



Pitching In

With its aggressive audience-building promotion, WAGA is constantly "pitching in" to produce the *maximum response* to your programs.

This audience-building includes 24-sheet posters, car cards, daily newspaper advertising, publicity announcements, and dealer tie-ins, etc.

For your 1946 list investigate WAGA . . . the most progressive station in the South's most responsive market.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.

"Maybe he never wore a coon-skin cap, but he is a pioneer!"

● Back in May, 1932, when we first hung out our shingle, station-representation was a brand-new idea. Before that there had been time brokers, and a few stations had maintained sales offices in big advertising centers. But the whole system was clumsy and inefficient, and both agencies and stations had one heck of a time in trying to develop spot-broadcasting business.

We're proud to have been pioneers, but prouder still to feel that even now we are continuing to set the pace for the easier, more resultful use of spot broadcasting. And now with Peace restored, we bet that's going to mean even more than it has before.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 · NEW YORK: *444 Madison Ave.* Plaza 5-4130 · DETROIT: *645 Griswold St.* Cadillac 1880 · SAN FRANCISCO: *111 Sutter* Sutter 4353 · HOLLYWOOD: *6331 Hollywood* Hollywood 2151 · ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 29, No. 16 WASHINGTON, D. C., OCTOBER 15, 1945 $5.00 A YEAR—15c A COPY

Color Television Here, Kesten Tells FCC

Shift to High Band Urged at Rules Hearings

By JACK LEVY

(*TV Applications on page 93*)

DECLARING flatly that full-color television in the higher frequencies is already an accomplished fact and was successfully demonstrated in 525-line pictures across the New York skyline only the past Wednesday, Paul W. Kesten, CBS executive vice-president, proposed to the FCC last week that programming schedules be gradually stepped up as set ownership is expanded.

Appearing before the Commission hearings, held Thursday and Friday, on rules and regulations and standards for commercial service, Mr. Kesten offered a formula as a temporary solution to the problem of channel scarcity and as an incentive to quality programs, pending a shift upstairs to the high frequencies.

Sharing the spotlight with the CBS testimony was a plan offered by the Television Broadcasters Assn. which would, through the use of directional antenna installations, make more channels available for metropolitan centers and assure the possible location of full power stations in every major market area considered by the Commission.

The TBA plan, offered by William A. Roberts, counsel, and described by Dr. T. T. Goldsmith Jr., research director for Allen B. Dumont Labs Inc., and William S. Duttera, NBC allocation engineer, was given support by industry representatives, including Niles Trammell, NBC president, and Mark Woods, president of the American Broadcasting Co.

Of significance in connection with the CBS testimony on its color process were disclosures made by Dr. Peter Goldmark under questioning by Commissioner E. K. Jett. Dr. Goldmark revealed that:

1. While the video process is electronic, color is transmitted through use of the mechanical "flywheel" system utilizing a three-color blade.

2. A 30 w transmitter was employed to beam the signal from the Chrysler Bldg. tower to the CBS studios on 485 mc.

3. A 1 kw video transmitter using the ultra-high band is equivalent in output to a 10 kw transmitter on the lower band.

It is expected the FCC will make every effort to revise its rules and allocations governing lower band television within two or three weeks. The TBA proposal, it was thought, would be given most serious consideration in view of the admitted desire for more than four fulltime assignments in the larger centers, particularly New York, which would be increased to seven. Adoption of some variation of the proposal is considered likely.

Cost $3,191,000 Yearly

Although the testimony centered mainly on objections to the present allocations and the 42-hour rule, the Commission heard considerable criticism of the proposed regulations regarding limitation of station ownership by a single licensee, the rule limiting time of network agreements with affiliates, the requirement that announcement be made of mechanical reproductions used in television, and the provision calling for "time sharing" of frequencies.

Mr. Kesten told the Commission that Rule No. 1, requiring six hours per day of television programming, "would virtually serve notice on prospective licensees that they'd better stay out of television for quite a while unless they have millions of dollars to earmark for it at once."

Based on the experience of CBS, he estimated it would cost a minimum of $3,191,000 a year to do 42 hours a week of programming. This means less than $1500 an hour for studios, lights, cameras, engineers, camera men and all other personnnel including the performance itself. "No appreciable amount of this sum could be recovered from advertising revenue during the first year or two of operation," he said, "because the audience, even under optimistic estimates, will not be large enough."

The alternative of sharing wavelengths, he contended, would be equally discouraging. Few broadcasters would want to carry television until an audience has been built only to find they could not expand into other hours of the day when that time arrived. The choice of six hours of programming to an audience not yet created or losing half one's license to a newcomer at a later date would seem to many, he said, "an impossible choice" and would retard rather than advance the development of the medium.

Mr. Kesten therefore proposed that until television set ownership has reached 10% of the homes in the area only one hour of broad-

(*Continued on page 95*)

PAUSING for a photograph just before the FCC began hearings Thursday on television rules and regulations and standards of good engineering practices were (l to r): Paul W. Kesten, CBS executive vice-president; William A. Roberts, TBA counsel; Chairman Porter; Mark Woods, American Broadcasting Co. president; Niles Trammell, NBC president; J. R. Poppele, WOR chief engineer.

PROPOSALS for diverting more stations to large metropolitan centers pending change to high frequency color television, time-sharing of channels and lower operating schedules for stations highlighted FCC hearing last week on rules and regulations and standards for commercial television.

TBA PLAN ADDS 59 TV STATIONS

FIFTY-FIVE metropolitan districts would gain 62 television station assignments and three would lose one each under the Television Broadcasters Assn.'s channel-allocation proposal as compared with the FCC plan, according to a table submitted by TBA to the Commission.

FCC's tentative allocations [BROADCASTING, Sept. 24 Oct. 8] give Worcester, Sacramento, and Portland, Me. one more station each than TBA's plan provides. Table shows the following districts would gain under TBA proposal (listed according to sales rank):

New York, gain 3; Chicago 2; Los Angeles 1; Philadelphia 1; Boston 2; Detroit 2; Pittsburgh 1; Cleveland 2; St. Louis 1; Washington 1; Buffalo-Niagara Falls 1; Milwaukee 1; Cincinnati 1; Portland, Ore. 1; Indianapolis 2; and one each to Dallas, Columbus, O., Springfield-Holyoke, Louisville, Birmingham, Lowell-Lawrence-Haverhill, Syracuse, Norfolk-Newport News, Richmond, Fall River-New Bedford, Wilmington, Flint, Utica-Rome, Peoria, Reading, Tacoma, Chattanooga, Saginaw-Bay City, San Jose, Wheeling, Atlantic City, Waterbury, Lancaster, Racine-Kenosha, Johnston, Roanoke, Austin, Sioux City, Stockton, Lincoln, Hamilton-Middleton, York, Manchester, Waterloo, Topeka, Charleston, S. C., Galveston, Asheville, Columbus, Ga., Augusta.

Total allocations to other markets would not be changed.

Celler Would Make Utility of Radio

Introduces New Bill Furthering Control By Commission

By BILL BAILEY

RADIO would become a virtual public utility, with the FCC exercising rigid control over programs, business practices and station sale prices under provisions of a bill (HR-4314) to amend the Communications Act, introduced last week by Rep. Emanuel Celler (D-N. Y.).

Security would be unknown to the broadcaster, inasmuch as Rep. Celler proposes to open the door to all comers and complainants at renewal periods. He would give the Commission full power to take a license from an operating broadcaster and give it to a newcomer who might agree to sell less time.

To 'Protect' Radio

Rep. Celler said his bill is designed to "protect radio from overcommercialization" and declared that the "excessive use" of future FM and existing stations "for commercial advertising purposes must be curbed so that in fair measure the listening public can find in radio a greater intellectual maturity."

Couched in language which follows closely the philosophy of Commissioner C. J. Durr, a lengthy statement explaining his bill was released by Rep. Celler.

Failure of the FCC to accede to demands voiced in a letter Aug. 7 to FCC Chairman Paul A. Porter [BROADCASTING, Aug. 13], plus a doubt created by the Crosley-Avco decision [BROADCASTING, Sept. 10], led to the introduction of the Celler Bill. It was referred by Speaker Rayburn to the Interstate and Foreign Commerce Committee of which Rep. Clarence F. Lea (D-Cal.) is chairman.

Chairman Porter in August acknowledged receipt of Rep. Celler's letter which outlined the congressman's demands of the Commission. When the Crosley-Avco decision was handed down, Mr. Porter sent copies of the majority and dissenting opinions to Rep. Celler without comment.

More Authority to FCC

The FCC "felt it had not acted in a manner consonant with the public interest in permitting the transfer" of the Crosley Corp. to Avco, said Rep. Celler's statement. "The majority opinion based its decision on a lack of Congressional authority to do otherwise." He indicated he intended to give the FCC that authority.

Declaring that "radio is in danger of being consumed by the profit fever," the New York representative wrote into his bill a provision authorizing the FCC to designate definite percentages of daily time for sustaining programs. He charged that "programs of cultural and educational value, particularly regional needs, have been insufficiently developed."

He noted that only 39 of 136 network stations carried *Invitation to Learning*, while 60 stations broadcast and 79 "rejected" *National Radio Pulpit*. Of 139 stations that might have carried the *Chicago Roundtable*, 84 rejected it, he added. "*Labor for Victory*, the only labor program carried on any of the major networks, was rejected by 104 out of 139 stations," said the statement.

Rep. Celler's bill would authorize the FCC to fix station sale prices at not more than double the depreciated cost value of the tangible broadcast property.

All license renewals would be advertised in the community served by a station and any person would be permitted to file a complaint or file for the station's frequency, the FCC to determine whether to renew the license or give it to somebody else at each renewal period. In this connection the bill provides that "no finding of public interest shall be made in any broadcast matter unless the Commission finds that excessive use of the station has not been made and will not be made for commercial advertising purposes."

A uniform system of accounts would be prescribed, with "any and all financial reports filed with the Commission" open for public inspection. His amendment to the Communications Act is identical in part with Sec. 303 relating to telephone and telegraph companies. "Certainly what applies to these public utilities should likewise apply to radio," he declared.

Despite the rigid Government regulation over programs and business practices, provided in the

(*Continued on page 85*)

Drawn for BROADCASTING by Sid Hix

". . . and Now Honey What Do You Say We Have Another Cup of That Delicious Billikin's Coffee!"

GURNEY COMMENTS ON CELLER'S BILL

SEN. CHAN GURNEY (R-S. D.), who resigned three weeks ago from the Senate Interstate Commerce Committee to accept an appointment to the Foreign Relations Committee, plans to keep an eye on any radio legislation that is introduced, he said last week.

"I'm still interested in any radio legislation that comes up," said the former head of WNAX Yankton, S. D., who gave up broadcasting for politics. Commenting on the bill introduced last week by Rep. Celler (D-N.Y.) (story this page) Sen. Gurney said: "Why doesn't he include newspapers in the bill?" He referred to a provision limiting the sale prices of stations to double the depreciated value of tangible assets.

Sen. Wallace H. White Jr. (R-Me.), Minority Leader and ranking Minority member of the Interstate Commerce Committee, has not named a successor to Sen. Gurney on the Committee.

Congressional Probes of FCC, Broadcasting Seem Imminent

CONGRESSIONAL investigations of both the FCC and broadcasting appeared near last week as committees of the Senate and House made preliminary inquiries.

On the Senate side, FCC Chairman Paul A. Porter was closeted on Wednesday with the Special Committee to Study & Survey Problems of Small Business Enterprises. It is understood that the probers, headed by Sen. James E. Murray (D-Mont.), wanted to know how the FM allocations will affect the small businessman and what provisions were made for frequencies for servicemen.

Spearheaded by Sen. Glen H. Taylor (D-Ida.), himself a former rado entertainer, the investigation was prompted by complaints that the FCC has reserved no channels for servicemen and that by time most of them return to civilian life all the choice FM frequencies in the new band will be assigned.

Committee to Get Report

Tom McBreen, chief investigator, said he would lay the results of preliminary work before the Committee this week for determination. He indicated that the entire broadcasting field may be studied by the Committee. Complaints have been received, according to Committee members, that the FM allocations might tend to favor large corporations, thus creating monopolies.

On the House side, the Committee on Un-American Activities was preparing a thorough probe of broadcasting, according to members. Ernie Adamson, chief counsel, has requested scripts used in August and September by seven eastern commentators and by a guest speaker on the Eversharp Phil Baker program on CBS.

Letters requesting the scripts were addressed to the general counsels of WOR WHN WMCA WOV, American and CBS, all New York. Specific scripts sought were those of Cecil Brown, heard on Mutual; Johannes Steel and Sidney Walton, WHN; William S. Gailmor, WJZ, whose contract expires in November [CLOSED CIRCUIT, Oct. 8]; Raymond Swing, American; J. Raymond Walsh, WMCA; Hans Jacob, WOV. Mr. Adamson also asked CBS to forward a copy of the Eversharp program script of Sept. 30.

The mere fact that scripts of specific commentators and programs have been requested doesn't mean that any of the stations or personalities are necessarily under suspicion, investigators asserted.

It was learned, however, that when the Committee completes its probe of the motion picture industry, attention will be turned to radio.

The Un-American Committee (formerly the Dies Committee), is headed by Rep. John S. Wood (D-Ga.), who succeeds Rep. Edward J. Hart (D-N. J.). A former member of the House Select Committee to Investigate the FCC, Mr. Hart resigned as head of the Un-American Committee several months ago because of ill health.

Members of the Committee, now a permanent organization of the House, are, besides Chairman Wood, Reps. Rankin (Miss.); Peterson (Fla.); J. W. Robinson (Utah), Murdock (Ariz.); Bonner (N. C.), Democrats, and Thomas (N. J.), Mundt (S. D.) and Landis (Ind.), Republicans.

Coy Raps Refusal of Byrnes Speech

Exclusivity is Protested In Letter Addressed To Miller

EXCLUSIVE broadcast on CBS of the Oct. 5 radio talk by Secretary of State James F. Byrnes, making "Government a silent partner to violation of freedom of the air," was protested last Thursday by Wayne Coy, vice-president of WINX Washington, in a letter to Justin Miller, NAB president.

Mr. Coy

Copies of the letter were sent to Secretary Byrnes; Assistant Secretary of State William Benton, five network presidents, and BROADCASTING. Mr. Coy also is assistant to the publisher of *The Washington Post*, WINX owner.

President Miller said he had received the letter from Mr. Coy but did not care to comment at present.

Sharply criticizing the industry's vulnerability in maintaining an "exclusionist" policy, Mr. Coy expressed hope discussion of the issue would lead to removal of "this unwarranted restriction on public information".

Reminding that the world anxiously awaited first official report from London, he said Mr. Byrnes chose to give that report by radio, but only CBS carried the talk. "No other radio station was permitted to carry it," he said. He explained that another network was offered the speech after CBS had accepted, but refused to carry it unless on an exclusive basis. Thereupon the State Dept. contacted no other networks or stations, he said, and CBS was given exclusive rights.

WINX protested to the State Dept.—unsuccessfully, he added.

"This vital public report became the private property of a small minority of the nation's outlets," Mr. Coy wrote. "A message which should have reached every citizen reached only a minority. And radio stations, other than affiliates of CBS, who may have wanted to render a service to their listeners, as in the case of WINX, found it impossible to do so. Why? Because of the network policy of exclusivity which the Secretary of State, or his aides, were forced to recognize in order to get a network audience.

"On what basis does the broadcasting industry defend such practices? Is this the public service of which the industry boasts? Or is public service a good thing only if one can do it exclusively? We submit that a Government official has no right to give out news to one favored agency while others are denied the news and placed at a disadvantage. And we submit, also, that if the broadcasting industry has forced Government officials into such a position, the industry must realize its obligations to set its own house in order."

U. S. Radio Packet Plan Is Opposed

GOVERNMENT allocation of priorities to departments and offices desiring free radio time should be dropped with end of the war, in the opinion of a majority of the NAB Program Managers Committee, which met Oct. 11-12 in the Statler Hotel, Washington.

Program managers held the session in connection with a conference called by the Radio Section, War Finance Division, Treasury Dept. at which plans for station participation in the Victory Loan drive Oct. 29-Dec. 8 were presented (see separate story on page 26).

Though general station and network approval has been indicated in the past with the OWI's wartime allocation idea, the committee took a different slant. Sense of members in general was that the pre-war catch-as-catch-can setup should be restored. Thus stations themselves would take all U. S. requests for time, select those they want, and insert them into their schedules as they see fit.

Present temporary plan by which War Advertising Council handles allocations during the Victory Loan drive, with Treasury financing the undertaking, was viewed as satisfactory.

Feeling prevailed, however, that each station should determine importance of various U. S. messages, and fit them into its schedules.

Now under discussion among U. S. agencies, War Advertising Council and media are proposals designed to continue a revised version of the wartime plan. Idea of these proposals is to avoid the logjam of prewar time requests that came from some two-score Federal agencies, all clamoring independently for program and announcement help from broadcasters. Media have expressed the opinion that the U. S. should continue to decide which of its messages are the most important.

An idea for a separate NAB program department, developed last March when the program managers group adopted a resolution suggesting its creation, was discussed. The subject was presented to the NAB Board of Directors at the May 16-17 meeting held in Omaha, with Harold Fair, WHO Des Moines, representing the committee.

Complete presentation of the subject was asked by the board at that time. The committee on Thursday named a subcommittee to draft a proposed recommendation by Dec. 1. If approved, this recommendation will be submitted to the board.

Members of the subcommittee are: Harold Fair, WHO Des Moines, chairman; Clarence L. Menser, NBC; Douglas Coulter, CBS, Ralph W. Hardy, KSL Salt Lake City; Eugene Carr, WHBC Canton, O.; Henry W. Slavick, WMC Memphis (ex officio member).

Additional special bulletins for program managers were sought by the program committee. Named to do something about it were Howard R. Chamberlain, WLW Cincinnati, and Robert Atherton, WMC Memphis.

Taking part in the meeting, a joint session of the Executive Committee and the Program Managers Committee, was A. D. (Jess) Willard Jr., NAB executive vice-president. NAB President Justin Miller appeared for the Thursday luncheon meeting. Other guests at luncheon were Lt. Dave Levy, chief, Radio Section, War Finance Division, Treasury; H. Quenton Cox, consultant to the division; Robert T. Barelty, NAB director of Government relations; John Morgan Davis, NAB general counsel; Mrs. Lil Tavenner, of the Treasury division.

Attending the program meetings were:

Executive Committee—Henry W. Slavick, WMC Memphis, chairman; Eugene Carr, WHBC Canton, O.; Howard R. Chamberlain, WLW Cincinnati; Harold Fair, WHO Des Moines; Ralph W. Hardy, KSL Salt Lake City; Elliott Stewart, WIBX Utica, N. Y.; Clarence L. Menser, NBC; Roy Langham, CBS; A. D. Willard Jr., NAB; Willard D. Egolf, NAB (committee secretary).

Board Liaison Member—J. Harold Ryan, WWVA Wheeling.

District Chairmen—John H. McNeil, WJZ New York; Jack Weldon, WDBJ Roanoke; Wilton E. Cobb, WMAZ Macon, Ga.; Robert Atherton, WMC Memphis; Robert Evans, WSPD Toledo; Dr. Willis F. Dunbar, WKZO Kalamazoo; Maurice P. Owens, WROK Rockford; Eugene T. Flaherty, KSCJ Sioux City, Ia.; Richard Day, WDGY Minneapolis; Pete Teddlie, WRR Dallas; Mr. Hardy; Glen Shaw, KLX Oakland; Don McNamara, KFI Los Angeles.

PROGRAMMERS from NAB districts met in Washington Oct. 11-12 to discuss station problems and hear Treasury's Victory Bond plans. Seated (l to r): Eugene Carr, WHBC; Elliott Stewart, WIBX; Howard R. Chamberlain, WLW; A. D. Willard, Jr., NAB executive v-p; Justin Miller, NAB president; Henry W. Slavick, WMC; Clarence L. Menser, NBC. Second row: Dr. Willis F. Dunbar, WKZO; Jack Weldon, WDBJ; Wilton E. Cobb, WMAZ; Robert Atherton, WMC; Robert Evans, WSPD; Harold Fair, WHO; Ralph W. Hardy, KSL; Roy Langham, CBS. Third row: John H. McNeil, WJZ; Maurice P. Owens, WROK Rockford; Eugene T. Flaherty, KSCJ; Richard Day, WDGY; Pete Teddlie, WRR; Glen Shaw, KLX; Don McNamara, KFI.

Alternate FM Allocations Proposed

Hearing Is Scheduled Before FCC This Morning

ALTERNATE allocations for New York's FM stations were proposed last week by CBS, NBC and WBAM New York in briefs filed with the FCC in connection with hearings on protests of the three, scheduled for 10:30 a.m. today (Oct. 15) before the Commission.

CBS, through Joseph H. Ream, vice-president and secretary, submitted to the FCC an alternate allocation plan not only for New York but for the entire Area I, which was concurred in by NBC, whose brief was signed by Henry W. Ladner, assistant general counsel.

Marcus Cohn, counsel for United Broadcasting Corp., subsidiary of the International Ladies Garment Workers Union (AFL), which last week filed applications for four FM stations (see page 20), also filed a protest against the FCC proposed allocations for New York, charging that the five best frequencies had been assigned to present broadcasters, whereas newcomers should have an equal opportunity to get the better channels. Mr. Cohn was to appear at today's hearing.

Lodge to Appear

Appearing for CBS was to be William B. Lodge, director of general engineering. WBAM was to be represented by J. R. Poppele, chief engineer of Bamberger Broadcasting Service, licensee of WOR and WBAM.

In his brief Mr. Ladner said: "NBC understands that CBS will present for the Commission's consideration . . . a plan for allocating the frequencies to the northeastern part of the U. S. which will eliminate a substantial part of the inequality in the coverage of the frequencies assigned, under the Commission's plan, to the New York area without substantially depriving any other community of service which it may receive under the Commission's plan. We suggest that the Commission give consideration to the proposed plan of CBS since we understand it would place all New York City FM stations on a more equal competitive basis from the standpoint of coverage."

NBC requested that WEAF-FM be assigned to channel 55 (98.9 mc). Inasmuch as the FCC did not assign Channel 55 on Sept. 12 [BROADCASTING, Sept. 17], NBC offered no changes in the Commission's plans affecting other stations.

The following table shows FCC proposals of Sept. 12 and alternate suggestions of CBS and WBAM, in frequencies:

Station	FCC	CBS	WBAM
WFMN	100.9	98.9	100.9
WQXQ	100.5	94.1	100.5
WABF	98.5	92.1	98.5
WGYN	100.1	93.3	100.1
WFGG	99.7	99.3	99.7
WHNF	99.3	93.7	99.3
WNYC-FM	98.1	94.5	91.1
WBAM	96.9	96.5	98.9
WABC-FM	97.3	96.9	97.3
WEAF-FM	97.7	97.3	97.7
WAAW	96.1	92.5	96.1

Lack of Personnel Delays FCC Action on Applications

HAMPERED by lack of personnel to prepare basic data for its examination, the FCC was unable to act last week on the huge backlog of applications it was expected to begin processing.

Despite overtime efforts of an overworked and undermanned staff to keep up with the flow of applications, it was learned that the preliminary reports required for consideration were not yet ready when the Commission met for its regular meeting last Wednesday.

So heavy has been the volume of applications for FM, AM, television and station expansion that the Commission is already more than three weeks behind in issuing its formal notices that the cases have been filed. Except that the applications have been counted according to category of service, the broadcast license section was unable to complete compilations on source, location and other skeleton information.

Last Monday, which was the last day for filing applications under the 60-day period designated under the Aug. 7 policy, the Commission received 160 applications, all but 13 of which are for new standard, FM, or television stations. This brought the total number of applications for new stations to 1,148, in addition to 188 for expansion of station facilities.

Pending supplementary appropriations by Congress to enable the Commission to obtain personnel, it was reported that Chairman Porter had requested the Army and Navy to assign engineers to the agency for handling the applications. The Commission, however, would not confirm the report.

Chairman Porter and Commissioners Jett and Denny appeared before the Bureau of the Budget at hearings last Tuesday and Wednesday to seek a heavy increase in funds to cover the requirements for broadcasting and for expansion of common carrier services. It was understood the Commission asked for a budget approximately double its peacetime expenditures.

It was expected that the Budget Bureau will transmit the request to the House Appropriations Committee this week and that hearings will be held promptly.

Meanwhile, the Commission was hoping to hold several meetings this week in an endeavor to break the application bottleneck. It was considered likely that a substantial number of applications for changes in facilities would be granted but officials cautioned not to expect much.

A tentative list of applications for new standard stations and for change or expansion of facilities, received during the last three weeks, follows:

S. H. Patterson KVAK, Atchison, Kans., 1200 kc, 1 kw, 1450 to 1200 kc, equip. Inst. new vert ant and ground syst. Cont on grant of appl for 1440 at Topeka, Kans.

WEW The St. Louis U, St. Louis, Mo., 770 kc, CP inc. pwr from 1 kw to 50 kw, change hrs of op from daytime to unlimited time. Inst. new trans and D A for night use, chge transmitter location.

P. C. Wilson, Canton, Ohio, 1300 kc, 1 kw, Daytime.

The Constitution Publishing Co., At-

(*Continued on page 87*)

SELLING VICTORY BONDS occupied these key figures in radio promotion of drive as they went over Treasury plans (l to r): A. D. Willard Jr., NAB executive v-p; Lt. Dave Levy, Chief, Radio Section, War Finance Division, Treasury; H. Quenton Cox, Treasury Bond consultant; Justin Miller, NAB president; Henry W. Slavick, WMC, chairman, NAB Program Managers Committee.

Set Price Factors Are Given by OPA

Parts Manufacturers Expected To Ask for Higher Increases

PRICE INCREASE factors for radio receivers, cabinets and parts, long awaited by the manufacturing industry, were released last Thursday by the Office of Price Administration but hopes of a good supply of sets by Christmas waned.

Parts manufacturers were understood to feel that the final factors, although averaging double interim factors announced Aug. 31 [CLOSED CIRCUIT, Oct. 8], still were far less than necessary. OPA left the door open, however, for individual price adjustments and it appeared as BROADCASTING went to press that most parts manufacturers would file petitions for higher increases.

Sliding Scale

In a new regulation to be issued shortly, OPA will authorize set manufacturers to increase prices on a sliding basis, averaging about 12% above ceiling prices charged wholesalers between July 15-Oct. 15, 1941. With possibly a few exceptions, wholesalers and retailers will be able to absorb all the increases before the sets reach consumers, said OPA.

Set increases were allowed as follows: 15% on sets sold to wholesalers for less than $11; 12% on sets sold for between $11-$30; 10½% on those selling above $30. This distribution of increases is intended, said OPA, to encourage production of "relatively inexpensive sets".

Cabinet makers were given an increase of 18% over ceiling prices charged set manufacturers between July 1-Oct. 31, 1941.

Increase factors on parts ranged high, in comparison with interim factors announced in August. Greatest boost was for coils, 26.3%, whereas the interim factor was but 11%.

Manufacturers Blamed

OPA blamed parts manufacturers for the delay in final factors. On the other hand manufacturers charged that OPA has held up reconversion and production [BROADCASTING, Oct. 1].

"Despite repeated requests of the OPA for submission of cost data for use in computing the increase factors for radio parts, and despite assurances of representatives of the industry that such cost data would be supplied, cost data were not submitted to OPA as promised," said a news release accompanying the increase factors. "In contrast, cabinet and set manufacturers supplied the required data promptly, and OPA was able to fix legal increase factors without delay."

Virtually no cost data was supplied on variable condensers, parts

(*Continued on page 90*)

Ian Ross MacFarlane available six nights per week

This around-the-world, authoritative, dependable analyst of the news has six open night spots on his schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veterans' problems. He has been in on the housing question for years. He knows the unemployment situation . . . . he's been in on labor-management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or telephone Jake Embry at W-I-T-H, Lexington 7808, Baltimore.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

WDOD Yields Under AFM Pressure

National Strike Threat 'Forces' Chattanooga To Capitulate

By RUFUS CRATER

OFFICIALS of WDOD Chattanooga announced last week they had yielded to "pressure" and agreed to a two-year contract for seven musicians to whom they will pay "a very considerable sum" but whose music they will not use.

The agreement removed one more station from the list which James C. Petrillo, president of American Federation of Musicians, has cited in pulling musicians off network shows, but disputes between two other CBS stations and one NBC affiliate were reported still in the negotiation stage.

Agreement With Local

"We felt compelled to enter into this contract because a national strike of musicians was threatened which would have directly affected every station served by the Columbia Broadcasting System," declared Earl W. Winger, general manager of WDOD, in a prepared statement last Wednesday.

Agreement is with Chattanooga Musical Society, Local No. 80, of AFM. Mr. Winger said it had been approved and would be signed immediately, effective Oct. 15, calling for "substantial increases" for the same number of musicians formerly employed, with pay retroactive to Feb. 27, date of last contract's expiration.

Union had asked for $17,000 compared to $12,200 in the old contract but Mr. Winger did not specify the amount settled upon in the new agreement.

Nor did he name the source of the "pressure" which he said had been put on WDOD to secure approval of the agreement in an effort to avert trouble for the industry.

"The real question at issue in this dispute is whether an employer shall be required to make a contract of employment with employes whose services are not needed, required, or wanted," he declared. "We have yielded for the present to pressure brought to bear upon us so as to relieve the industry generally from a threatened strike.

Erroneous Impression

"We will faithfully carry out our contractual obligations and pay these men the amount specified by the contract, but it is not our purpose to have these musicians render any service for the money paid them. We submit that such contracts of employment lead to chaos and, if generally pursued, the ultimate destruction of any industry."

He said "WDOD has repeatedly stated and now reiterates that it does not require the services of any of these men for an effective operation of the station."

The WDOD executive said "an erroneous impression has been made upon the public resulting from statements made by the president of the Chattanooga Musical Society that this radio station, with others, is under contractual obligation to set aside 5.49% of its gross receipts to be paid to local musicians who are members of the union." He said the networks and their affiliates executed a contract with AFM "some years ago" providing that a specified portion of receipts should be spent for musicians. "But this contract expired in 1938 and therefore has no force or effect at this time," Mr. Winger declared.

The *Prudential Family Hour*, he noted, was kept off CBS Oct. 7 by a strike of musicians "in spite of the fact that the dispute between this station and the Chattanooga Musical Society was at the time still pending before the National War Labor Board, the proceeding having been instituted by the Chattanooga Musical Society and not by this station."

When the Prudential show was cancelled, CBS inserted an adaptation of Charles Dickens' *The Signal Man* and read a statement expressing regret that "as a result of action taken by the AFM, the *Prudential Family Hour* can not be broadcast this afternoon. The union has ordered its members not to take part in this network broadcast, although there is no dispute of any kind between the Federation and the sponsors of the *Family Hour*, the Prudential Insurance Co., nor is there any disagreement between the Federation and CBS as to wages or working conditions of any of the network's employes. On the contrary, we have been advised by the Federation that its action against the network is prompted by disputes with three independently owned radio stations which carry Columbia programs in Chattanooga, Tenn., Columbus, Ga., and Albany, Ga."

CBS stations in Columbus and Albany are WRBL and WGPC, both owned by members of the J. W. Woodruff family. They were reported to be in negotiation with an AFM local late last week. Also negotiating was Chattanooga's NBC station, WAPO, whose dispute with an AFM local was cited by Mr. Petrillo when musicians were called off *Fitch Bandwagon* and *Carnation Hour* on NBC two weeks ago. WSMB New Orleans, which was mentioned by AFM along with WAPO, signed with the AFM local Oct. 4 [BROADCASTING, Oct. 8].

RMA ACTS TO MEET ASCAP FEE THREAT

RADIO Manufacturers Assn. board of directors, meeting in Rye, N. Y., Wednesday and Thursday, decided to take action to meet the ASCAP threat to collect fees for music carried on public address and sound systems. Report on the problem was submitted to the board by the RMA Transmitter Division.

RMA board met jointly with the Canadian RMA. The two groups held several combined meetings and held separate business sessions. U. S. RMA announced 22 new members, bringing the total to 273.

Plans for RMA participation in the 25th anniversary of radio were approved. RMA and NAB are working jointly on the project.

Transmitter Division submitted a report indicating that few new FM transmitters will be available in the near future for the new FM frequencies. Poll of manufacturers showed that transmitters in the 250 w-3 kw range will start to appear between February and May next year from the plants of six manufacturers, with 10 kw transmitters appearing between April and August from three manufacturers.

No action was taken by the RMA board on the OPA price situation but the subject was discussed at length.

ILGWU Applies for Four FM Stations

New York, Philadelphia, Chattanooga And Boston Chosen

IN THE BELIEF that FM provides the opportunity to pioneer in new fields, the International Ladies Garment Workers Union last week announced its intention of establishing radio stations in New York, Philadelphia, Boston and Chattanooga, with the abundant resources of the ILGW behind the enterprises until they are on their own.

At a well-attended news conference in the Willard Hotel in Washington, the Union disclosed that it filed applications for commercial channels with the FCC on Monday, along with some 150 others which were submitted under the 60-day period granted by the Commission in its Aug. 7 policy in preparation for postwar processing.

Frederick F. Umhey, executive secretary of the Union, amplifying a statement announcing the program, told reporters that approximately $250,000 has been set aside for the construction of the stations and that another $200,000 would be borrowed to carry the enterprises during their early operation. He said the Union's financial reports filed with the FCC showed assets of $7,191,000, with over $2,000,000 in dues paid in 1944 by over 300,000 members.

Mr. Umhey emphasized that, although sponsored by the ILGW, the stations will not be maintained through union subsidies. "They will sell time to an extent that will make them self-sustaining," he said. "From that point on, they will cease to be profit-making enterprises and will devote the bulk of their time to social, cultural and spiritual programs."

He added that it is his hope that "with a limited amount of advertising", the stations can support themselves. "Otherwise," he said, "we are not interested in the project as a commercial venture." Commercial programs would comprise less than 50% of the station schedules, he asserted.

He explained that in anticipation of operations, ILGW has organized four companies, each to be known as Unity Broadcasting Corp., to manage the stations. Each company will be locally officered and staffed and given full autonomy over its station. Mr. Umhey will be president of the New York station; Luigi Antonini, treasurer; and Harry Greenberg, secretary.

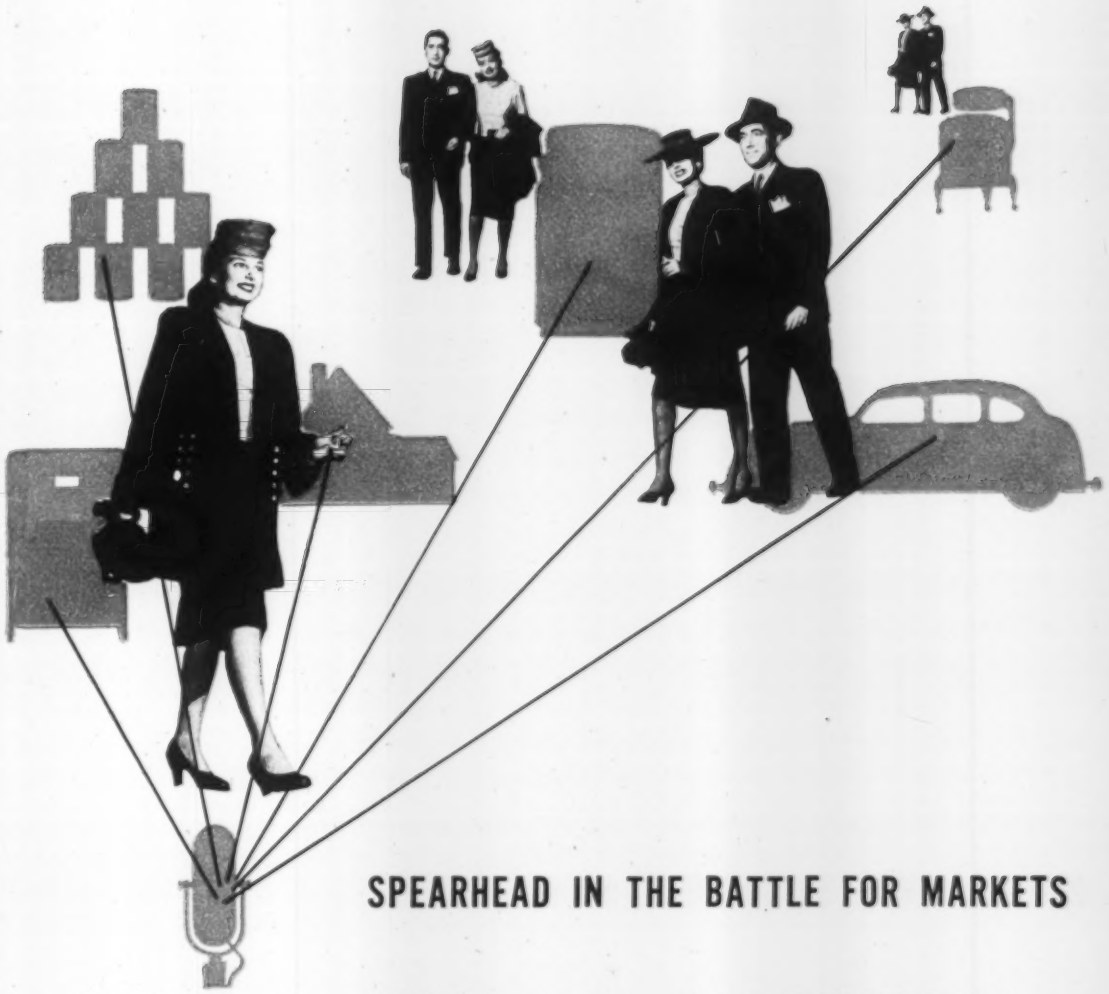
Samuel Otto, general manager of the Philadelphia Dressmakers Joint Board, will be president of the Philadelphia station and Daniel Gingold, an officer of ILGW, vice president. Philip Kremer and Jacob Halpern, active in Boston ILGW unions, will be president and vice president of the Boston station. John Martin, regional director of ILGW, will be president of the Chattanooga station, with Stanton E. Smith, secretary-treasurer of the Central Trades Union, as vice president.

Mr. Umhey said the ILGW, as a pioneer in educational and cultural activities among its members, feels qualified to operate radio stations. Although a labor union, he pointed out, it has broadened its objectives toward making its members more community-conscious citizens. In each of the 262 cities in which it has locals, he said, the Union has formed debating groups, forums, dramatic units, arts and crafts circles, and recreational activities. He cited the Union's theatrical production, "Pins and Needles", which played to millions throughout the country, as indicative of the dramatic and musical talent which can be utilized through radio.

In support of its applications, the Union said it has proved that "no one segment of a community has a monopoly on talent" and that if the media for expression are available "thousands of hitherto unknown persons may make their contributions to the dramatic, musical and cultural worlds.

"The conventional class rooms, theaters and concert halls," it declared, "are no longer large enough to house the audience which wants to see and hear this talent. Technological improvements have made it possible for hundreds of thou-

(Continued on page 86)



SPEARHEAD IN THE BATTLE FOR MARKETS

A WARY AMERICA, with purse well lined, has been promised a higher standard of living, wants it, and intends to have it. It will not go off half-cocked on an aimless buying spree. It will be more brand-conscious and quality-conscious than ever before.

Industry and business can make good on that promise, supply that demand. Productive capacity is more than adequate; distribution is the problem. In the catch-as-catch-can scuffle for post-war markets, radio-time, well bought, stands out as a sure short-cut to quick and widespread acceptance of new products, and the rehabilitation of older lines.

Westinghouse Radio Stations, in this 25th year of broadcasting, are veterans in advertising and promotional techniques.. are well equipped to serve you in this battle of distribution, in a period when time is of the essence. The six stations of Westinghouse, in six vital and important markets, Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, should rate high in your sales-plans for the period just ahead. Our national representatives will help you; call on them.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Tulsa Station Promotes Main Street

DR. BUE got a close-up of KVOO's home town series when he spent the summer at the station as an interne under the NAB-American Assn. of Schools and Depts. of Journalism plan. Here he describes how the program works.

By OLAF J. BUE
Associate Professor of Journalism
Montana State U.

HERE'S a blueprint for a promotion that not only makes friends of newspaper editors but actually puts them in harness with radio for the good of press, radio and public. Since December this program has been building friends for Tulsa's 50,000 w KVOO.

Mr. Miller

The idea germinated in the mind of Ken Miller, head of KVOO's news bureau. He was thinking about a public service program that would take into account the fact that some 90% of KVOO's listeners live on the farms and in the small towns of Oklahoma and neighboring states.

"Why not," he thought, "let the small towns of the area tell their stories over KVOO once a week on a forum program?" W. B. Way, general manager of KVOO, liked the idea.

Small Town Story

A few days later ten leading small-town publishers were Mr. Way's guests at dinner. Mr. Miller presented his plan and asked them, as community leaders, to pick the men and handle the arrangments, each in his own community.

Unused to such seeming philanthropy, the editors had only one question: "How much will this cost us?"

Reassured there would be no cost to them or the towns they represented, that the station would come to them for the broadcasts, the editors seized upon the idea.

Public Service

At 12:30 p.m. December 31, *Main Street Speaks* hit the air, broadcast by remote control from the Pettit Theater in Hominy, 35 miles from Tulsa, "as a public service feature of KVOO, dedicated to a greater Southwest and a greater America."

Thus the program began and, save for two minor changes, it continues with mounting response. The hour has been moved up to 11:30 Sunday morning; and, for sake of convenience all around, the programs are now being recorded.

Each program is preceded by a quarter-page advertisement in the newspaper of the originating town. Newspapers invariably carry an advance news story as well as a follow, and occasionally some editorial comment. At least one editor not only praised the program editorially but also refused to accept payment for the display space used to advertise the broadcast.

In arranging the programs, Mr. Miller makes an appointment with the next editor on his list and appears at the appointed time with an engineer and a wire-recorder. The editor has already made appointments with his townsmen. They meet in the newspaper office, the Chamber of Commerce office, the City Hall, the county agent's office—almost anywhere—and they talk while the engineer sets up his equipment.

Not for Sale

Despite requests that sometimes sound much like demands, KVOO's forum is not for sale. The pay-off on this community service program comes through other channels.

Best proof of its popularity is, perhaps, the enthusiasm with which Newsman Ken Miller is greeted when he goes out to a new town to record another in this series. It was this writer's privilege to observe Mr. Miller and his small-town friends in action at Perry, Okla., and later at Tonkawa.

Sure, they know Ken Miller. Perhaps they haven't seen him before, but they know him and that program *Main Street Speaks*. They heard the broadcast from Beggs or Chandler or Collinsville or Broken Arrow. They know the joke about the cheese factory—a joke because, for a time, it seemed that every community wanted one.

Or perhaps they remember best that broadcast from Antlers, Okla. in April on the third day after a tornado had wiped out half of the town, killed 97 and injured 300 others.

Newspaper Comment

That was a broadcast to remember—the mayor, a congressman and other community leaders went on the air with plans for reconstruction of their town before the dust of wind-borne destruction had fully settled.

Another indication of acceptance is to be found in KVOO's waiting list. At this moment there are 20 towns waiting their turns.

Said a columnist in the *Tulsa World*, before the program was a month old: "Those Sunday afternoon broadcasts, over KVOO, called *Main Street Speaks*, are a

(*Continued on page 84*)

Full Measure

St. Louis, Pop.....830,000*
New Orleans, Pop. 521,400*
San Diego, Pop... 390,000*
New Haven, Pop.. 177,600*
Total 1,919,000
WOAI Daytime Primary Area
Pop. 1,916,500*
*Copr. 1945, Sales Management Survey of Buying Power, further reproduction not licensed

St. Louis, New Orleans, San Diego and New Haven are all big and profitable markets, but the full measure of WOAI's daytime primary area gives you a market practically equal to the combined population of those four cities!

In this market are San Antonio and Corpus Christi—two of the sixteen metropolitan counties in the entire United States listed by Philip M. Hauser, assistant director of the Census Bureau, as having superior prospects for retaining their wartime growth.

It's the rich Central and South Texas market; a market in which WOAI sells more merchandise to more people than any other station—at a lower cost per sale!

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE
MEMBER TQN

WOAI
San Antonio

Represented Nationally By
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

Time for blasting sales curves upward is the kind of time Weed & Company stations offer and Weed men sell. Time buyers across the nation rely on Weed for help in spotting hot markets and influencing them through topnotch availabilities.

The Weed motto, "time will sell", is amply demonstrated by the continuing flow of contracts into sales-able stations that carry this meaningful line on their letterheads: "Nationally Represented by Weed & Company."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

SCHLITZ SALUTES WEMP's 10th Anniversary

With a gala birthday party in its world-famous "Brown Bottle," home of the beer that made Milwaukee famous, Schlitz salutes WEMP, an integral part of Milwaukee that in its ten years of service has helped keep it famous!

WEMP *Milwaukee*

Established October 15, 1935

AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

N. Y. Candidates Appeal by Radio

Most City Stations Have Full Schedules in Mayoralty Race

NEW YORK stations, except WNEW and WQXR, are selling time to political candidates for the city's mayoralty campaign, and majority of stations already have full schedules lined up for various candidates and political parties.

Station WNEW, Oct. 15 through Nov. 5 is presenting twice-weekly half-hour broadcasts on a free, sustaining basis, called *People's Choice*, Monday 10-10:30 p.m. and Saturday, 9-9:30 p.m., during which statements of accredited candidates and parties are read by station announcers. Announcers are rotated to insure impartiality. During registration week, Oct. 8-13, WNEW featured spot announcements urging listeners to register in order der to vote.

Free Time

WQXR, instead of selling time, is offering 15 minutes free to each candidate for mayor in New York. Broadcasts will be made between Oct. 22 and Nov. 3, and station will have seven such programs if all candidates accept offer.

WJZ has 57 broadcasts sold to parties and candidates, and has already presented several programs. Broadcasts will include 10 and 15 minute talks and a 55-minute broadcast on election eve, Nov. 5. Spot announcements are also contemplated.

WHOM, Oct. 15 through Nov. 5, is selling announcements and program time.

Total of 20 hours and 40 minutes have been scheduled for campaign on WMCA from Oct. 1 to Nov. 5.

WABC has sold 6:30-6:45 p.m. period Oct. 12, 19, 26, and Nov. 2, and sold a quarter-hour Oct. 5.

Three political commercial broadcasts on WOR have been scheduled during October.

WEVD is selling time to all parties in spot announcements, five-minute, and quarter-hour portions throughout the campaign.

WINS has sold about $7,000 in daily spots for one candidate and spots for another started Oct. 8 and continue daily through Nov. 2.

William O. Tilenius, assistant manager of sales operation of local WEAF sales, said last week, "So far WEAF has been able to satisfy all requests for broadcasts on behalf of mayoralty candidates." Station is selling program and announcement time, with first programs scheduled to start Oct. 14 and continue through election day, Nov. 5.

McNeill Five-Weekly

EFFECTIVE Oct. 29, American Broadcasting Co. *Breakfast Club*, with Don McNeill, will be heard on five weekly basis, dropping Saturday program for first time in 13 years.

SIXTY SECONDS to go, said Manager Alvin Pack at 5:59 a.m. Sept. 30 as he prepared to put KALL Salt Lake City on the air with first program. Ruth Erickson, operator, and Ruth Hale (Miss Reveille) started proceedings.

AP IS TAKING STEPS TO FULFILL DECISION

ASSOCIATED PRESS will take immediate steps to comply with a Supreme Court ruling that the news service must amend its by-laws on admission of new members, Robert McLean, president, announced last week after the high court denied petition for rehearing.

Mr. McLean, publisher of the *Philadelphia Bulletin*, licensee of WPEN, said: "Prompt action will be taken to comply with the decision so that the court injunction may be lifted, since it is inconceivable that the world's greatest news service shall operate permanently under restraint which threatens Government supervision of the channels of news."

The Supreme Court held that AP's by-laws with reference to new members violate the anti-trust statutes and that they must be amended. Neither the suit, brought by the *Chicago Sun*, nor the Supreme Court decision have any effect on the AP radio wire, which is a product of Press Assn., subsidiary of the parent organization.

Four Stations Receive Safety Service Awards

MAYNARD H. COE, director of the farm division of the National Safety Council, presented the council's Distinguished Service to Safety award to WKY Oklahoma City on a special broadcast over that station, 12:30 p. m. CST, Oct. 9.

The award was presented for "outstanding public service in . . . National Farm Safety Week, July 22-28, 1945." Similar awards were presented last week by the council to WJR Detroit for its *Farm Forum* program; WOSU Columbus, Ohio State U. station, and WTIC Hartford.

NOW... *Results Per Dollar Count*

So Try This Proven Formula for OMAHA

Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — *now that radio advertising dollars MUST count* WOW calls your attention to the fundamental principle of radio advertising: *AUDIENCE is ALL-IMPORTANT.*

When you consider the Omaha Market, remember the equation above!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Radio Plans Complete for Loan Drive

Program Directors Hear Details at Meeting

COMPLETE plans for radio participation in the Victory Loan drive —Oct. 29-Dec. 8—were presented last Friday to a meeting of NAB program directors held at the Statler Hotel, Washington.

All details have been handled under a system that places packets and transcriptions in the hands of stations at least two weeks ahead of broadcast. This simplifies the problem of scheduling loan programs and announcements.

All material, transcribed and live, is sponsorable with the exception of one Bing Crosby record.

Prepared under direction of Lt. David Levy, chief of the War Finance Division's Radio Section, and H. Quentin Cox, consultant to the chief, the project includes complete packets and two booklets. The first booklet consists of a 70-page collection of background information on the loan with "reason why" copy, facts, suggestions and prepared speeches. The second provides material and suggestions for promotion campaigns.

NAB last week sent to stations a bulletin urging them to cooperate in the drive and listing material to be used. Bulletin was prepared by Arthur Stringer, secretary of the NAB Bond Committee. Mr. Stringer called on broadcasters to go the limit in promoting the $11,000,000,000 drive, last of the wartime bond selling campaigns.

NAB will provide stations with "Telling the World" reports to be filled out. These reports provide the Treasury with the story of broadcast support. First such reports, used in the Seventh War Loan, showed that broadcasters and their advertisers had supplied 55% of all promotion for the drive. Their efforts were valued at $23,513,742 in time.

Palmer Thompson, recently discharged as a first lieutenant in the Medical Administrative Corps, joined the Treasury's Radio Section Oct. 5. He has written several scripts for the *Treasury Salutes* series in the past. Formerly a fiction writer, announcer and producer, he was a radio writer for Young & Rubicam when he entered the service in 1942.

Among special features available to stations during the Victory Loan campaign will be mobile exhibits, special shows, bands and well-known personalities. In coastal cities certain naval craft will be available. Stations are urged to contact State War Finance Chairmen for schedules of such events. These chairmen also have speakers' handbooks.

Treasury material prepared for the drive includes the following transcriptions:

Eighteen five-minute features, *Diary Personalities*, done by Hollywood commentators. They are four minutes long with a minute for commercials.

Eighteen five-minute musical programs, *Sing for Victory*, between three and four minutes, inserted in an overall *Music for Millions* series of 18 quarter-hour musical hits. Nationally famous singers take part, singing new songs by top composers and music by top orchestras. The *Sing for Victory* segments are an integral part of the *Music for Millions* transcriptions, but provide a separate series of programs.

Eighteen quarter-hour *Treasury Salutes* discs, dramas of mass appeal written by leading dramatists and played by name talent with direction by Mark Goodson and music by Mark Warnow. Story material selected from hundreds of case histories.

One transcription, *Sports Personalities Speak*, with 18 one-minute messages.

One transcription, *Industrial Leaders Speak*, with 18 one-minute messages.

Special record by Bing Crosby, "We've Got Another Bond to Buy", with John Scott Trotter orchestra, choir from Maritime Service Training Station, Avalon, Cal. This record cannot be sponsored.

Two hit records, With Georgia Gibbs on one side, Jerry Wayne on the other. Each has new Victory Bond lyrics and can be sponsored.

Two transcriptions for farm area stations with 36 optional half-minute announcements.

Kickoff program for drive will be broadcast Oct. 29. Departing from regular *Treasury Salute* format, it will be a musical cavalcade of the war and will include Secretary of the Treasury Fred M. Vinson and the National Director of War Finance Drive, Ted R. Gamble.

Treasury will send stations nine packets of live announcements. They will include a series for housewives; announcements by celebrities, by combat casualties from hospitals; series for rural listeners near cities; messages for general use (largest of the packets), series for weather forecasters; series by farm market reporters; messages of special interest to farmers; 10-second station breaks.

In addition there will be transcriptions of optional announcements for farm area stations.

AMERICAN Forces Network headquarters in Europe reports that two days after AFN-Berlin went on the air, radios on Berlin's black market went up 200% in price. Germans had discovered that their Hitler radios, which could only get certain wavelengths, were able to pick up AFN, which is on one of Nazi frequencies (1420 kc).

BEAUMONT HAS MONEY TO SPEND NOW—LATER!
SALT PLANT
DuPont Chemical Company's new 22 million dollar nylon salt plant, constructed near Orange, Texas, adds another important segment to KFDM's 583 million dollar effective buying income market... a permanent market, with permanent high incomes. Yes, KFDM listeners have money to spend NOW and LATER!
BEAUMONT, TEXAS
KFDM
SERVING THE *MAGNETIZED SABINE AREA
*Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.
AND
TAYLOR-HOWE-SNOWDEN
Radio Sales

This is IOWA

and so is THIS

...and you get BOTH on WMT

Wheat to meat . . . pens to plows . . . Iowa continues to go its busy way . . . with a happy balance between agriculture and industry. This provides a steady, diversified group of substantial consumers for all WMT advertisers who are looking for new markets to conquer. WMT is the most popular station in Eastern Iowa because (1) WMT is Eastern Iowa's only CBS station, (2) WMT has the largest daytime primary area of any station in the state, at Iowa's best frequency—500 watts at 600 KC!

(We hope this is convincing enough so that you'll write for present-day availabilities)

Represented by KATZ AGENCY

Public Service

—is an effective means of evaluating the overall worth of a radio station to the community it serves—especially if that Public Service helps to develop strong, healthy and happy American boys.

August 29, 1945

Radio Station WWVA,
Wheeling, West Virginia.

Dear Friends:

We of the YMCA have approached WWVA for help in one way or another on many occasions.

Not only have you liberally donated program time, but, in many cases, have taken the trouble to talk over our work with us and make suggestions as to how we could do a better job.

As a direct result of this help more boys have learned to live healthy, happy lives by participation in "Y" programs.

For the aids you have rendered our institution, we want to express our sincere appreciation.

Yours sincerely,

T. M. Robinson
Boys' Work Secretary, YMCA

Ask a John Blair Man

Basic American Network

ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.

NEW WING, costing $630,000, will house two new studios at NBC Hollywood building, to be ready in five months. Each studio will seat 340.

RCAF Radio Division Turned Out 3,000 Broadcasts During Its Existence

WARTIME operations of the Radio Division of the RCAF Public Relations came to an end in September after more than three years, originating approximately 3,000 broadcasts from all over the world. In addition, a corps of writers, directors, and artists produced documentary features for CBC, BBC, and BBC's shortwave links with Africa, India, Australia, the U. S. and Latin America.

The division got its start early in 1942 when J. W. G. Clark, director-in-chief of public relations called on Andy McDermott, then Montreal manager of H. N. Stovin & Co., station representatives, to take charge of RCAF radio public relations.

Prior to D-Day, the emphasis was on features such as *Comrades in Arms*, *Headquarters Report*, *Canadian Calendar*, *Eyes Front*, *Wings Abroad* and others. Once the invasion of Europe commenced, the emphasis changed to straight news. The RCAF mobile field recording unit, reputedly the first field unit organized by any of the Allied armed services, followed the RCAF into Normandy. It ran up a total of nearly 1,000 network broadcasts from the field plus nearly 500 recordings broadcast by 95 Canadian stations.

Its broadcasts were heard by English-speaking audiences around the world through BBC, Mutual Broadcasting System, CBC and the state broadcasting systems of South Africa, India and the Antipodes.

F/L. R. Mackness, now back with CBC in Vancouver, originally headed the field unit. His place was taken by F/L. C. H. Hutchings, recently discharged from the Pacific Force in Canada, and lastly by F/O. Warren H. Wilkes. F/L. Scott Reid, senior engineer, CKNX Wingham, and Sgt. Art Boulden are returning to civilian life. F/O. Don Fairbairn, now with the CBC as overseas correspondent, was awarded the British Empire Medal for his brilliant field reporting.

Brawley Heads WCHS Public Service Division

HARRY M. BRAWLEY, former principal of Chamberlain Junior High School, Charleston, W. Va., has been appointed director of the new public service department of WCHS Charleston, to work primarily in adult and child education at present.

Mr. Brawley will maintain personal contact with Charleston school heads, building the station's educational program around the CBS *American School of the Air*. He received AB and MA degrees from West Virginia U. and engaged in further graduate studies there and at Duke U. He had been associated with Charleston shools since 1932, in an executive capacity since 1940.

Inauguration of the new department was announced Oct. 3 at a dinner for school principals. Robert Hudson, CBS supervisor of educational broadcasts, addressed the meeting.

CAPT. KOCH TO JOIN MUTUAL AS ENGINEER

CAPT. J. Wesley Koch, formerly chief engineer of KFEQ St. Joseph, where he designed and installed a complete new transmitting plant in 1942, was expected to join Mutual's engineering staff on or about Oct. 15, upon discharge from the Signal Corps.

While an undergraduate at the U. of Nebraska, he designed and constructed special equipment for a wired-radio program distributing system operated by Program Service of Lincoln, Neb. In 1942 he entered the Signal Corps and was staff radio officer at Allied Force Headquarters in North Africa and Italy.

Mars Shift

MARS Inc., Chicago, Oct. 11 shifted *Curtain Time* on American network, Wednesday 8-8:30 p.m. (CST) to Thursday 9 p.m. American sustainer *One Foot in Heaven* shifts to Wednesday spot.

IT'S IN THE AIR!!!

You can't *see* it, of course, but the air's full of WGN's new and returning line-up of autumn shows. Middle western listeners expect the finest in radio fare from WGN and they get it in this imposing array of talent.

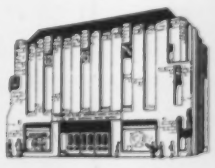
Local shows include: Distinguished Guest Hour . . . Meet Tommy Bartlett . . . Happy Birthday . . . Country Sheriff . . . Easy Aces . . . Jim Evans Sports Forecast . . . College Football Games . . . Let's Get Acquainted . . . Magic Step to Romance . . . Meet the Folks . . . And in the network offerings we find: Sherlock Holmes . . . The Nebbs . . . The Shadow . . . Radio Auction Gallery . . . Captain Midnight . . . Rogue's Gallery . . . House of Mystery . . . Inside of Sports . . .

It's true, you can't see them, but, like the invigorating breath of autumn itself, they're in the air!

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
720 Kilocycles



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

WMAQ WILL TRY OUT SMALL RECORDERS

GREATER COVERAGE of Chicago news is expected to result from the use of a portable film recorder, and the addition of a fulltime roving reporter, according to William Ray, news and special events director for WMAQ-NBC.

Sheldon W. Peterson is being assigned to fulltime coverage of major news sources in Chicago, in line with the increased interest in local news. WMAQ will make use of the film recorder whenever possible, particularly on "spot" news and special events. Only difficulty with the recorder, Mr. Ray pointed out, is that all such equipment is operated on AC current, while downtown Chicago's power is DC. This requires the use of an adapter, or mobile unit which weighs more than the recorder itself.

YOU DO IT this way, insists Cliff Arquettee, star of *American Glamour*, as he pokes digit into ribs of Tom McDermott, Benton & Bowles producer. Onlooker is Gilbert A. Ralston, radio director of Procter & Gamble Co., sponsor.

The WMAQ news room has made frequent use of the recorder, and recently was able to put on on-the-spot broadcasts of a downtown Chicago fire and processing of veterans at Fort Sheridan, Ill.

Bob Hope, Baby Snooks, Radio Theater Head Hooper Ratings on West Coast

BOB HOPE heads the list of most popular programs on the Pacific Coast during September, according to C. E. Hooper Inc., which rates him at 18.9. The Baby Snooks show, with a substitute broadcasting for Fannie Brice was second with 17.2, and Radio Theater third with 14.9.

Average evening audience rating for the period on the West Coast was 7.2, up 1.0 from the August report and up 0.1 from the September 1944 rating. Average evening sets-in-use was 27.9, up 3.7 from August, down 1.7 from the year before. Average evening available audience was 73.8, up 4.5 since the last report, down 0.3 from a year ago.

Average daytime audience rating was 3.7, down 0.8 from the last report, down 0.1 from a year ago. Average daytime sets-in-use was 14.8, down 3.4 from August, up 1.0 from a year ago. Average daytime available audience was 66.9, up 0.1 from the last report, and up 2.5 from a year ago.

Following Hope, Brice and Lux, the other programs comprising the First Fifteeen were: Mr. District Attorney, 14.8; Vox Pop, 14.8; Truth or Consequences, 13.9; The Whistler, 13.9; People Are Funny, 13.7; Hildegarde, 13.3; Great Gildersleeve, 13.3; Can You Top This? 13.1; Kate Smith Sings, 13.1; Philo Vance, 13.0; Thin Man, 12.9; Judy Canova, 12.2.

* * *

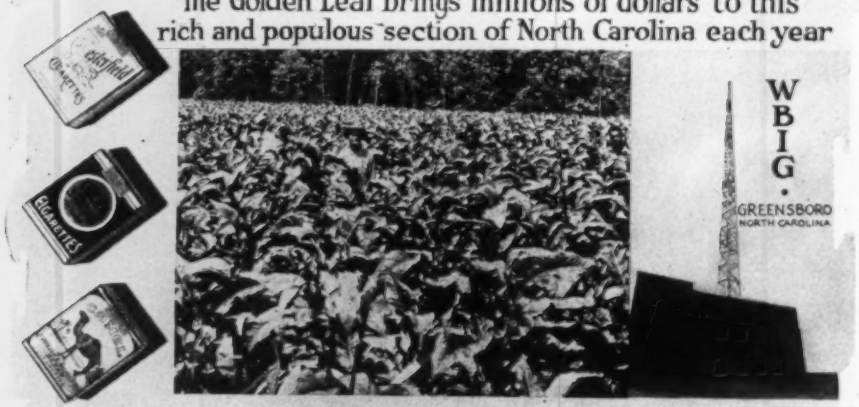
Canadian Ratings

LEADING CANADIAN daytime programs for September, have been announced by the national rating service of Elliott-Haynes Ltd., Toronto research firm. *The Happy Gang* (Canadian origination) leads the English language daytime shows with a rating of 14.2 and sets in use rated at 22.6. Second is *Big Sister*, with a rating of 12.2, followed by Claire Wallace (Canadian origination), *Ma Perkins*, *Road of Life*, *Lucy Linton* (Canadian origination), *Soldier's Wife* (Canadian origination), *Pepper Young's Family*, *Woman of America*, and *Breakfast Club*.

The leading French-language daytime shows for September were *Jeunesse Doree* (Campbell soups) with a rating of 25.5 and sets in use at 39, followed by *Quelles Nouvelle* (Barsalou P.&G.), *Joyeux Troubadours* (Colgate), *La Rue Principal* (Oxydol) and *Grande Soeur* (Rinso).

IT'S MARKET TIME! TOBACCO WAREHOUSES CROWDED WITH BUMPER CROP

The Golden Leaf brings millions of dollars to this rich and populous section of North Carolina each year



Sixty-five per cent of all the domestic cigarettes are made within fifty miles of WBIG's transmitter!

That cigarette you smoked after breakfast this morning more than likely came from the primary listening area of Radio Station WBIG, in Greensboro, N. C., which is the core of the world's tobacco markets. Within fifty miles of WBIG's transmitters, the three great tobacco markets of the Old Belt—Reidsville, Madison, and Durham—as well as the majority of the smaller marts, are situated. Sixty-five percent of all the domestic cigarettes are manufactured in the area.

Fully aware of the great service it can render to the tobacco world, WBIG has opened its airlanes to every phase of the industry from planter to consumer. The farmers who labor so painstakingly over their crops are aided with information released by the government presenting factual information which has proved very valuable to the weed growers. Weather reports are given during the growing season and when market time comes they are kept posted on conditions and prices of the leaf. When it is time for the chant of the auctioneers, warehousemen are assisted in the gigantic task of arranging sales of the tobacco and pushing the sales forward at top prices. Daily sales are reported with volume and prices from the markets being broadcast. Sales reports are given throughout the entire day of broadcasting and are presented in a clear concise manner. Demand and supply, leaf qualities and crop quantities are discussed. Information is given as to the opening, arrangement and closing of sales in the various markets.

Adding pleasure to business, special music programs are arranged by Margaret Banks, WBIG'S music director. Selections heard include Western ballads, hoedown numbers and folk music. Five of the nation's leading brands of cigarettes sell their wares regularly over WBIG, thus completing the cycle from grower to consumer. As a result of the carefully planned format publicizing the industry, more than a million pounds of weed are sold daily which brings revenue in the amount of $30,000,000 a month into the rich and populous trading area of North Carolina. WBIG has left nothing undone, its best resources are used to present Golden Leaf news in an attractive, interesting manner to a tobacco listening area.

WBIG CBS 1470 ON YOUR DIAL
COLUMBIA NETWORK
In Greensboro, N. C.

Auditions Year Old

NBC's *Welcome Home Auditions* for servicemen and women interested in radio careers marked its first anniversary Oct. 9, having held a total of 4,756 interviews and 1,890 auditions for applicants representing all phases of radio. Plan is supervised by Kathryn Cole, who interviews and advises applicants, 500 of whom have passed their auditions, and makes recommendations for employment. Service was instituted by Clarence L. Menser, NBC vice-president in charge of programs.

Food Reports

DOROTHY LEWIS, NAB coordinator of listener activity, will send releases for use by NAB stations and members of the Assn. of Women Directors of 425 stations in 270 cities when she attends the World Food and Agricultural Organization Conference which opens in Quebec Oct. 16. Mrs. Lewis also will be mistress of ceremonies at an inaugural broadcast on CBS that day.

LIZABETH SCOTT, feminine lead in the Paramount picture, "You Came Along", signs the pledge to continue to entertain hospitalized veterans; at her elbow, KGW's Frank Coffin.

PATSY BAUMAN, one of the featured performers on KGW's "Remember Our Men" series of radio programs originating from veteran's hospitals in the Portland area, gives autographs to a group at the Portland Veterans hospital, after the show.

BANDLEADER RAY HERBECK holds his pledge card which has just been presented by Tom Swafford, KGW Production chief. "The idea is plenty OKAY," says Ray!

First in Peace

'Remember Our Men'

It is easy to forget, perhaps, but it is just as easy to remember, and besides there is a privilege and a duty. One is thinking of KGW's campaign for remembrance, and of the pledge of the station's staff artists to continue to entertain disabled service men in army and navy hospitals, for so long a time as the need exists. The pledge is fittingly simple, and we think it should here be repeated, for it is something that everybody might well take to heart:

In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can.

One does not need to be a radio entertainer to adopt the spirit of this obligation, but it is hoped that all radio stations will join in the movement, and, indeed, the "Remember Our Men" campaign is effectively organized for that purpose. The war is over for you and your hours are filled with eventful interest —but it isn't over for the hospitalized veteran who has little to entertain himself with, save to lie there and read—if he can read—or lie there and think, or hobble about with four walls for his bounds. No, it isn't over for him. But he must not be allowed to suppose that he is forgotten.

—reprinted from the Portland Oregonian, September 15, 1945

FREE PLEDGE CARDS are still available to organizations interested in furthering this post-war entertainment campaign for wounded veterans.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Kentucky burley in the field.

Lexington's Bluegrass

A Rich, Reliable

FARM MARKET

A farm market that has had less crop failures than any comparable market in the nation. In addition to being the world's largest loose-leaf burley tobacco market ($90,000,000, 1944-45 sales) it is a major early spring lamb production area, the thoroughbred, standard-bred and saddle horse center of America. Kentucky's 2nd market.

Note The Comparison Below

***Value of Farms (Land and Buildings) Dollars . . . 1940**

—Value of Farms in ONLY 15 Bluegrass Counties (WLAP's Primary)

$213,471,218

—Value of Farms in the Entire State of Kentucky

$776,494,098

WLAP's 15 counties make up nearly one-third of Total Farm Values of the State!

*U. S. Census of Agriculture—Kentucky—1940

AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY

NUNN STATIONS
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
Studios:
Huntington, W. Va.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

WLAP
A NUNN STATION

J. E. Willis, Manager

Lexington, Kentucky

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Use of Channel Designations Is Urged To Simplify Tuning on FM Receivers

EDITOR BROADCASTING:

Manufacturers will soon be putting FM receiving sets on the market and it is of considerable importance to broadcasters how FM frequencies are to be designated.

Mr. Hill

For instance, WTAG-FM has been assigned a frequency of 102.1 mc. The FCC has seen fit to designate this frequency as Channel 71. If the radio set dials are to be calibrated in frequencies, it is going to be difficult for the listener to remember a given frequency and to find it on the dial. On the other hand, if dials are calibrated according to channel numbers, the listener will find it easier than ever before to tune in a selected station. And anything that makes tuning easier makes for more listening.

Undoubtedly the set manufacturers are considering this matter, but I feel the subject is of too great importance to be left to a chance decision. Perhaps you can stir up the broadcasters to make themselves heard. I have reason to believe the FCC would welcome general adoption of the method herein proposed.

E. E. HILL,
Managing Director,
WTAG, WTAG-FM
Worcester, Mass.

Virgil Evans, Applicant For New Stations, Dies

VIRGIL EVANS, former owner of WSPA Spartanburg, an applicant for two new stations in the south, died in Spartanburg Oct. 3 following a long illness. Mr. Evans was overseas with the Red Cross during the war while his applications for new stations in Marietta, Ga., and other southern points were pending. He formerly was identified with other stations in the south and had some background as a newspaperman and lawyer.

Mr. Evans sold WSPA to its present owners, Spartanburg Advertising Co., in 1940. At the time he was a member of the state legislature and publisher of a weekly newspaper in Spartanburg.

ATS Meeting

FIRST of 1945-46 season monthly meetings of the American Television Society was held Oct. 11 in the Salon Room of the Hotel Barbizon-Plaza, New York. Report on the initial panel meeting on programming and production, headed by Edward Sobol, NBC television producer, was presented.

School Radio Course

NBC *University of the Air* series, "Our Foreign Policy," has been chosen as basis for the first in a series of courses for education by radio sponsored by Massachusetts Department of Education, division of university extension. Under so-called "Massachusetts Plan" those taking courses are given full collegiate credit. Plan is supported by NBC, the World Peace Foundation and cooperating Westinghouse stations WBZ-WBZA Boston and Springfield. Dr. Leland M. Goodrich, professor of political science at Brown U. and director of the foundation, will lead 26-week semester. First broadcast was Oct. 13.

JOHN BOLER NEW NCBS BOARD HEAD

JOHN W. BOLER resigned last week as president of the North Central Broadcasting System to become chairman of the board. He will continue as the majority stockholder in NCBS. Succeeding him in the presidency is Howard S. Johnson, vice-president of the KVOX Broadcasting Co., Moorhead, Minn., and vice-president of the Jamestown Broadcasting Co., Jamestown, N. D.

Mr. Boler

Mr. Boler also announced his resignation as president of KVOX Moorhead, with David C. Shepard, treasurer, replacing him. Mr. Boler still retains his stock interest, and now becomes chairman of the board. He is also chaiman of the board of the Jamestown Broadcasting Co., and the majority stockholder.

Independent Broadcasting Co. of Des Moines, of which Mr. Boler is president, has an application on file with the FCC for 10,000 w on 940 kc. He was also elected president of the Middle West Broadcasting Co., St. Paul, which filed with the FCC last week for a station of 5,000 w, 580 kc.

Gridcasts Added

WNBT New York, NBC video station, has added a Sunday afternoon schedule of professional football games in addition to its Saturday college football telecasts. Seven home games of the New York Giants will be televised. Sunday series started with Giants-Yankees game Oct. 14, with Bob Stanton, NBC announcer, describing action. Future games will be handled by Arthur Daley, sports columnist of *New York Times*.

News when listeners want it

TWO OF THE MOST CONVENIENTLY TIMED NEWS PROGRAMS ON THE AIR...

available LOCALLY at LOCAL COSTS

1. WORLD NEWS ROUND-UP
Monday through Saturday, 8:00 to 8:15 A.M. EST. (Sundays 9:00 to 9:15 A.M.)

2. NEWS FROM NBC Monday through Saturday, 11:00 to 11:15 P.M. EST.

NOW HEARD LOCALLY in a number of cities from coast to coast, these widely known network news programs are still available for local sponsorship on a low-cost co-operative basis in a number of other cities.

Both have large audiences built on the firmly established habits of listening to "World News Round-up" at the beginning of the day and hearing "News from NBC" before going to bed.

"World News Round-up" features early morning pickups from around the world—on-the-spot views of the change from war to peace in both the European continent and in the Pacific.

"News from NBC" is another widely sponsored co-operative program . . . especially edited and prepared as a late evening summary of all the day's news from NBC's own authoritative correspondents and the three leading press services.

News programs with wide appeal, plus ready-made audiences, are constantly building goodwill and sales volume for dozens of national and local products on NBC stations throughout the nation. *Advertisers buy nationally known talent—yet pay only local costs.*

Other important live-talent NBC programs broadcast co-operatively include:

H. V. KALTENBORN
Monday, Wednesday, Friday
7:45 to 8:00 P.M. EST

MORGAN BEATTY
Monday through Friday
1:45 to 2:00 P.M. EST

HARKNESS OF WASHINGTON
Monday through Friday
11:15 to 11:30 P.M. EST

and now available for the first time

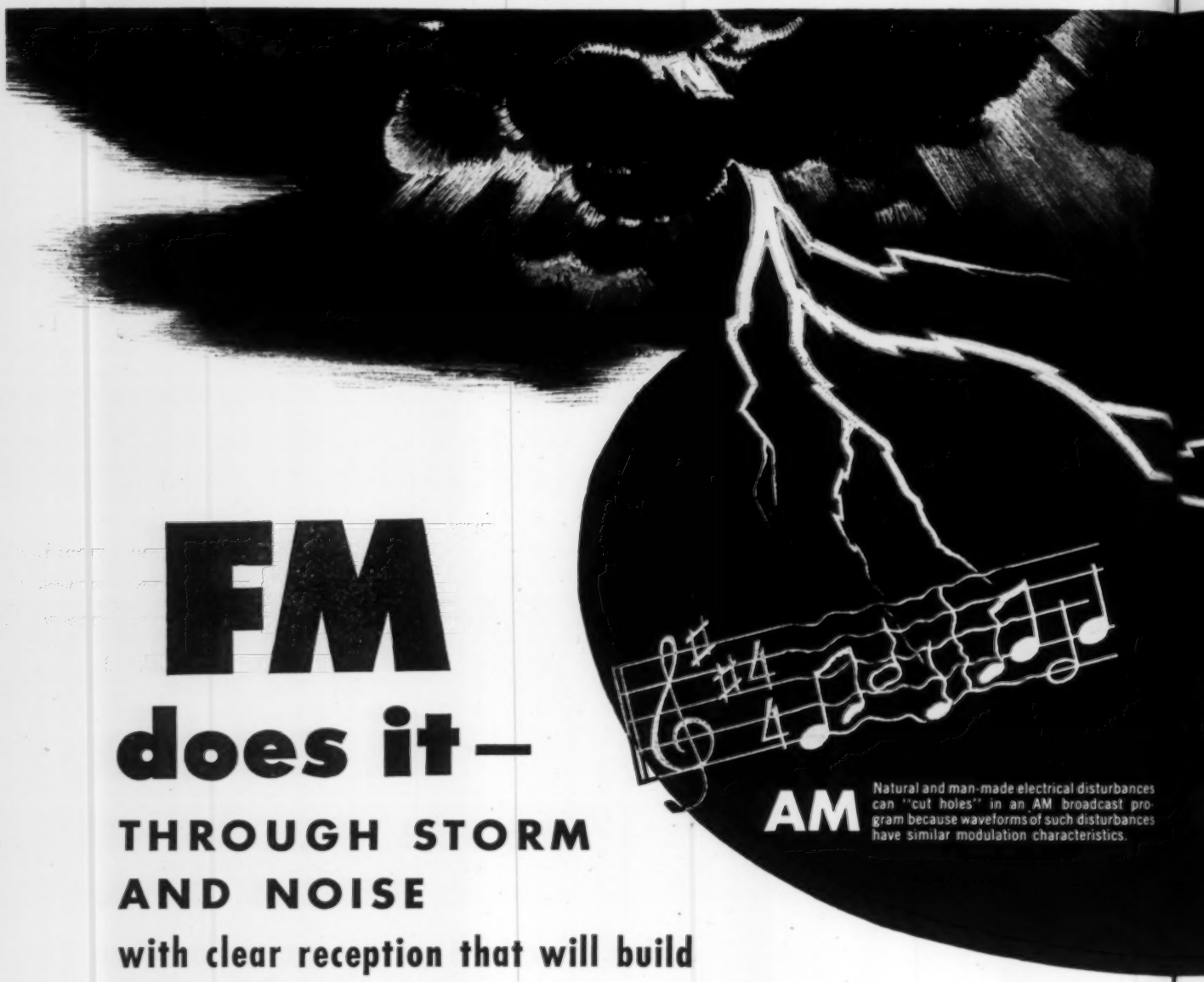
NEWS OF THE WORLD
Tuesday and Thursday
7:15 to 7:30 P.M. EST

Check your local NBC station for details or have your agency consult E. B. Lyford, NBC, N.Y.

National Broadcasting Company

America's No. 1 Network

A service of Radio Corporation of America


AM
Natural and man-made electrical disturbances can "cut holes" in an AM broadcast program because waveforms of such disturbances have similar modulation characteristics.

FM does it—

THROUGH STORM AND NOISE

with clear reception that will build and hold greater audiences

Over a period of a year, more radio receivers are turned off during programs because of man-made and natural electrical disturbances than for any other cause. If your station serves areas where electrical devices produce high noise-levels, if you are geographically located where static is a problem, consider FM. Frequency Modulation will give your listeners vastly improved reception, virtually free from noise—and do it with less transmitter power and reductions in operating costs. Or, with the same power and the same cost, it will enlarge your primary service area.

In order to provide radio reception with low background noise level, the signal strength of an AM broadcast station should be about 100 times stronger than that of the interfering noise or signal. By comparison, an FM broadcast station can provide reception with the same low background noise level but with a signal strength only about twice that of the noise level itself.

Consider, for example, the case of the 1-kw AM station on 1200 kc. With a 400-ft half-wave antenna overlooking flat country and where conditions of ground conductivity are average (3×10^{-14} EMU) this station can generally provide its radio audience with satisfactory noise-free service over the following approximate effective areas:

AM Service	*Range*	*Coverage*
Day	22 miles	1520 square miles
Night	10.5 miles	346 square miles

Compare this performance with the virtually interference-free reception that a 1-kw FM station can provide over the same terrain, using a 2-bay circular antenna 400 feet high:

FM Service	*Range*	*Coverage*
Day *and* Night	43 miles	5800 square miles

Performance like this provides better service. Service like this builds larger audience and greater advertiser interest.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

380-05-4934

The G-E pre-war
3-kw FM Transmitter
FM broadcasting is unaffected by natural and man-made electrical disturbances because the waveform of frequency modulation is unlike that of noise.

FM

Look to General Electric when you plan your FM station. G.E. is the one radio manufacturer with experience in designing and building complete FM systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of today's half-million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their record. G.E. operates its own FM proving-ground, station WGFM, at Schenectady. For information on General Electric FM broadcast equipment, write: *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

FOR EARLIEST POSSIBLE DELIVERY OF YOUR BROADCAST EQUIPMENT, PLACE YOUR ORDER NOW

50 FM BROADCAST STATIONS ON THE AIR
OVER 400 APPLICATIONS PENDING

FM DOES IT—

FM multiplies your effective coverage day and night.
FM gives your audience programs with lower background noise.
FM minimizes station interference on your frequency.
FM contributes to the economy of your broadcasting system.

General Electric's FM equipment will include revolutionary circuit developments, new component designs, and improved layout features that will contribute directly to the quality and economy of your broadcasting system.

Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday over CBS network. On Sunday evening listen to the G-E "All-Girl Orchestra" over NBC.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

Chambers Leaves Navy

COMDR. JOSEPH A. CHAMBERS, former technical supervisor of WLW Cincinnati and Crosley radio operations, and for the last four years attached to the Navy Bureau of Aeronautics, last week went on terminal leave and will return to civilian life in December. After leaving Crosley, Comdr. Chambers for eight years was a consulting radio engineer, as a partner in the firm of McNary & Chambers (now McNary & Wrathall). Comdr. Chambers has not announced his future plans, but it is expected he will return to the consulting field. He entered the Naval service shortly after Pearl Harbor.

Mr. Chambers

DuMONT SIGNS WITH UNION ON TV TERMS

DuMONT LABS. last week signed a five-year contract with the Television Studio Broadcasting Employees Union of the International Alliance of Theatrical Stage Employees (Local 794) retroactive to May 17 when the union was first voted representative by the DuMont employes.

Contract contains 14 classifications. Studio assistants wage scales start at $41.60 with graduated increases, technicians starting salary is $72.50 to $80 for 40-hour five-day week. Employes formerly worked 48 hours. Contract also provides for 5% wage increase at the end of first year, 15% at the end of second and 10% at end of the third and fourth years.

'First Nighter', Back Oct. 20, Ready for Deluge of Scripts

PROSPECT of wading through scripts by the hundreds apparently doesn't bother L. T. Wallace, president of Wallace-Ferry-Hanly Co., Chicago in the slightest.

Mr. Wallace

For 15 years Mr. Wallace, whose agency is in charge of radio and other media for Campana Sales Co., has been deluged with scripts—at least 20,000 in his estimate—for Campana's *First Nighter* and *Grand Hotel* programs.

First Nighter returns to the air over CBS on Oct. 20 after a year's absence. One of the oldest radio dramas on the air, it is also the first network radio show to deliberately solicit material from its listeners. The formula has been consistently successful, with a list of well-known writers including Arch Oboler, Willis Cooper, Darrell and Leon Ware, Addison Simmons, Forrest Barnes and others among those who got their start in radio via *The First Nighter*.

Some of the best scripts, Mr. Wallace recalls, were submitted by amateurs who were and still are unknown. A crippled farm girl in Oregon, a pair of convicts doing time in Walla-Walla, an introvert recluse in the Canadian woods, and an aircraft mechanic at Lockheed have all had scripts produced on the *First Nighter* program. Oddly enough, quite a few professional writers who have taken a crack at *First Nighter* scripts failed to make the grade.

One reason for this, Mr. Wallace admits, is the format of the program and plot restrictions. Because *First Nighter* is designed for "family audiences" sophistication is out, as are sex, profanity, drunkeness (or even drinking), smoking by women, glorification of crime or criminals, and anything offensive to members of racial, political or religious groups. This means that about the only thing left to write about is love, and it better be honorable, too. Continuous surveys and considerable audience testing over 15 years show that the average American family which listens to *First Nighter* likes to be entertained in a wholesome manner.

"During the war years, almost every writer, even the professional ones, felt called on to write drama based on war and its grimmer aspects. We understood and appreciated their patriotism, but because of military restrictions and also the ignorance of civilian writers on military subjects, we could use very few of their contributions," Mr. Wallace reported.

"Also, with millions of men and women devoting their time to defense work, or in the service, a great many writers just didn't have the time, interest or inclination, to write in the hope of winning the $150 offered by the Wallace agency for acceptable scripts."

With the war over, Mr. Wallace hopes amateur and professional writers alike will once more find new source material in the everyday adventures of civilian life.

"The scripts we are already receiving seem to bear this out," he says.

Scripts are read by a board of four members of the Wallace firm, and the authors are anonymous. Those they think have possibilities are returned with construction suggestions for improvement.

Your sales message gets a straight-from-the-shoulder punch in a spot where it can do the most good when you buy WSIX! Here's why WSIX is the "winner and still champ" in this rich Middle-Tennessee area: (1) An excellent daytime Hooperating. (2) Top shows of Both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. In this great market—rated A-1 for postwar prospects—over a million potential buyers await your "Sunday Punch."

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

His 21st Year...

--and more

POWERFULLY PROGRAMMED

than ever!

- **Greatest WBAL and NBC Program Schedule in History!**

Including these new local features—

ALL NAVY FOOTBALL GAMES
BALTIMORE SYMPHONY ORCHESTRA
JUNIOR TOWN MEETING OF THE AIR
NEW ORCHESTRA AND CHORUS

WBAL 50,000 WATTS One of America's Great Radio Stations

BASIC NBC NETWORK — Nationally Represented by Edward Petry & Co.

B A L T I M O R E

SELLEVISION
THE SNOWBALL THAT'S GROWING UPHILL!
We can't remember who said "Momentum is only a gradual approach to a dead stop". But we have never forgotten what he said.
Our belief in the truth of this statement is unshakable. And our recognition of it as a practical truth is what prompted the long-range plan we call Sellevision—the snowball that's growing uphill!
When the current radio boom began, KSTP refused to coast. Instead, we went to work. It was then we conceived our "Pre-War Plan for Post-War Selling". This is the comprehensive, statewide audience promotion campaign which each day makes KSTP a better buy. And it was then we created "Planalyzed Promotion", the exclusive KSTP "plus" merchandising service applauded by national advertisers and agencies. Sellevision can play an important part in your sales efforts in the vital Twin Cities Market. We or our national representatives would welcome the opportunity to tell you more.
KSTP
MINNEAPOLIS . . . ST. PAUL
50,000 WATTS — CLEAR CHANNEL ★ EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES ★ Represented Nationally by Edward Petry & Co. ★

Knodel to Head Field National Sales; Free Takes Over F&P Office in Chicago

APPOINTMENT of J. W. (Bill) Knodel, vice-president and sales manager of Free & Peters Inc., as director of national sales of the broadcasting division of Field Enterprises Inc., effective Nov. 1, was announced last week by Howard Lane, general manager.

H. Preston Peters, president of the representation firm, announced that James L. Free, chairman of the board, will return to Chicago this week to resume direction of the office until Lt. Comdr. Russel Woodward is released from active duty in the Navy, expected toward the end of the year. Mr. Free, founder and first executive head of the firm, has been headquartering in Los Angeles as president of Wright-Sonovox Inc.

Mr. Free

Mr. Woodward

Mr. Knodel

Comdr. Woodward, on active duty for three years, is a vice-president and director of the organization and before the war was headquartered in New York. He is now commanding officer of the *USS Wilmette*, midshipmen's training ship.

Mr. Knodel, associated with F&P eight years, for the past three years has been its vice-president and sales manager. In his new position he will supervise all national sales efforts for WSAI Cincinnati and WJJD Chicago, Field Enterprises stations, making his offices at 230 N. Michigan Ave. He is a member of the Sales Managers Executive Committee of NAB, and prior to joining F&P in 1938 was for eight years with Hearst Newspapers Inc. in a national advertising capacity.

In announcing the appointment, Mr. Lane said it was part of the program of expansion planned by the Field radio stations. He said that Mr. Knodel's experience in the advertising field fitted him admirably for the position.

Mr. Peters returned to executive direction of his organization July 1 after 15 months with OWI, largely in the Pacific and Far East.

Polly Patterson

POLLY PATTERSON, home economics expert, teacher and newspaper writer, died at her Los Angeles home following a heart attack Oct. 6. Mrs. Patterson, besides conducting home economics commentaries on Los Angeles area stations, also had similar transcription series for national distribution. Surviving are two sisters, Margaret and Mildred Saylor, and a brother, Howard L. Saylor.

Halsey on Hope Show

ADM. WILLIAM F. HALSEY will be guest on Lever Bros. *Bob Hope Show* Oct. 16, 10-10:30 p.m. on NBC when Hope goes to San Francisco to welcome Third Fleet back to U. S. Broadcast will be from *USS Dakota*.

Picture of the power of
CONCENTRATION
on
WNAB
BASIC-AMERICAN IN
BRIDGEPORT, CONN.
Concentrated Audience in the Nation's 59th Market
You may not set the world on fire, but we can make the Nation's 59th Market a hot-spot on your sales map. Programming *of, by* and *for* Bridgeport means *concentrated* audience; a sure-fire route to your share of almost $100,000,000 in Retail Sales.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

Sweetest Market in the South

The Savannah Sugar Refining Corporation is a huge contributor to the prosperity of Savannah—another of the giant permanent industries that make this community's industrial future radiant.

"Dixie Crystals" sugar is sold in tens of thousands of stores throughout the East and Middle West, bringing $25,000,000 into Savannah annually, and providing a yearly payroll exceeding $1,000,000.

Here's another example of the industrial development that assures continued prosperity for one of the South's fastest growing markets. Far-seeing advertisers who prefer the sweet to the bitter have found WSAV the sweetest medium for reaching this high-spot section of the new Industrial South.

WSAV "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

HARBEN DANIEL
General Manager

NBC

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market

Powerful Popular
WCAO
The Voice of Baltimore
★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

FM PIONEERS SPEAK—THIRD OF A SERIES

FM Tower Needs Maximum Elevation

Ground Wave Range Is Extended By Added Height

By PAUL DILLON
Chief Engineer
WMIT Winston-Salem

IN THE THIRD article in a series on FM, written by pioneers in this field, Paul Dillon, chief engineer of WMIT Winston-Salem, N. C., discusses some of the problems in FM engineering and suggests solutions. A native of central Pennsylvania, Mr. Dillon has been associated with broadcast, amateur, and police radio since 1929. He was identified with several local broadcast stations in the South, then joined the Radio Division of the N. C. Highway Patrol. Early in 1942, upon completion of special engineering studies at N. C. State College, Mr. Dillon became affiliated with W41MM (now WMIT), located atop Mt. Mitchell.

FROM an engineering standpoint, FM entails the same basic considerations given to standard broadcasting. Practically, though, there are a number of marked differences.

The initial engineering step for any radio station is to select the most nearly ideal site for the transmitting equipment. This question of location, together with that of designing a suitable antenna, requires careful study and planning. The site for an AM transmitter is selected primarily with a view to obtaining high "ground wave" coverage, particularly in the directions of cities to be served. This is achieved by locating the transmitting plant so as to take advantage of the high soil conductivity of marshland areas and in some cases of water itself.

'Ground Wave'

At the frequencies in use for FM, transmission takes place because of this same "ground wave" which predominates for satisfactory AM reception. At these higher frequencies, however, there is ordinarily no reflected or "sky wave" to extend the coverage of a transmitting station or to fill in the areas of low signal strength.

The problem, then, is to construct the transmitting antenna high above the surrounding country so that the ground wave will reach as far as possible before it is shadowed by the curvature of the earth. Added antenna height will also lessen the adverse effects of mountains and tall buildings in the signal path.

Building an FM station at a high elevation brings with it many constructional and operational problems, but it is felt that in the majority of cases it will not invoke too great a hardship on the individual station operator.

One other point which is pertinent to coverage is the antenna itself. Because the sky wave does not play an important part in FM transmission, it is possible to build antennas having a radiated power in a horizontal direction of several times that of a simple radiating element. For example, an antenna having a power gain of four would give a 1000-watt transmitter the same effective output as a 4000-watt unit with a conventional antenna system.

Another factor which influences station planning and operation is the transmitting equipment. FM transmitters are more economical from the electric power consumption standpoint but are usually more complicated in construction than similar AM units. This does not mean an FM transmitter is apt to give more trouble or need servicing more frequently than ordinary, but only that the initial construction may preclude more careful design by the manufacturer.

The primary reason for this is the higher frequency of the FM band. At FM frequencies, tolerances of machined parts and accuracies of electrical devices must be improved and provision must be made to counteract such effects as temperature and moisture changes.

FM transmitters and antenna systems are smaller than those for present-day AM use. A three-kilowatt FM unit could possibly be built into a cabinet which would house only a one-kilowatt AM set. It does not appear at the present time that many FM antennas will be directional, but should such be the case, the directional elements probably could be mounted on one pole. This is in contrast to the multiple tower arrays now in use for standard broadcasting purposes.

Mr. Dillon

Maintenance and operation of an FM transmitter is much the same as that of AM apparatus. To keep FM equipment in condition for high fidelity broadcasting will require slightly more technical attention. Instruments for checking distortion, noise level and the like, which are often dispensed with by standard stations, will be needed by all FM operators if the FCC requirements for fidelity and noise characteristics are to be met. Too, a regular measurement routine will have to be followed if the FM station is to provide top quality service to its listening audience at all times.

From the engineering side of programming, several factors enter into FM operation. Transcriptions and recordings, if used, must be of good quality and must be kept free from dust and scratches. In studio work, proper microphone placement and room acoustics will become more important than with standard broadcasting.

For the past few years, broadcast operators have used what is called a "limiting amplifier" ahead of the transmitter proper. This device raises the volume level of low passages in speech and music, and proportionately chops off the high peak levels. This scheme provides greater coverage and freedom from noise for the AM station, but will not be permissible with FM as it would be impossible to obtain faithful reproduction if the volume level of the program is artificially raised or lowered. This same method has also been used by transcription companies.

The technical staff required by an FM broadcaster should be about the same as that in the AM field. Initially, most FM operators will have to depend on an engineering staff that has had little or no experience with FM equipment. In my opinion, this should not present too great a problem, as a qualified AM engineer or operator should

(Continued on page 49)

"But WFDF Flint says tires are still scarce."

THANKS FOR RADIO'S GREATEST PREVIEW!

THE **BIGGEST** SHOW IN TOWN

★ ACT I →

CBS CARNEGIE HALL TRIUMPH DELIGHTS MILLIONS!

THANKS... to the sponsors who graciously paraded their CBS top programs to make the greatest radio "showcase" of all time for 90 minutes in Carnegie Hall on September 16.

THANKS... to the agencies and producers and writers and directors who pitched in to make "an impossible job" an unsurpassed triumph of artistic teamwork.

and above all...

THANKS... to the artists themselves—the CBS headliners, who spread before America this Sunday afternoon the brilliance, substance, and infinite variety of the fall and winter program feast on the Columbia Network. And here they are:

NORMAN CORWIN (director)... HELEN HAYES... ARTUR RODZINSKI... THE ALDRICHES AND HOMER BROWN... PHIL BAKER... NICK AND NORA CHARLES... PAUL McGRATH... MILO BOULTON AND OSCAR BRADLEY... BOB HAWK... JOHN DALY... EDWARD R. MURROW... TOM HOWARD, HARRY McNAUGHTON, GEORGE SHELTON AND LULU McCONNELL... PATRICE MUNSEL... JACK SMITH... EARL WRIGHTSON... JAMES MELTON... BERNARD HERRMANN... ANDRE KOSTELANETZ... AL GOODMAN... ARCHIE BLEYER... JEAN TENNYSON... JAN PEERCE

CBS STATIONS REPORT AUDIENCE RAVES!

CFRB, Toronto, Ont.
"One of CBS' outstanding broadcasts."

CKAC, Montreal, Quebec
"Proof that CBS is one step ahead."

KARM, Fresno, Calif.
"...Outstanding performance."

KDAL, Duluth, Minn.
"Top flight entertainment."

KEYS, Corpus Christi, Texas
"Local response very good."

KFAB, Lincoln, Neb.
"Listener reaction...excellent."

KFBB, Great Falls, Mont.
"Unquestioned appreciation."

KFH, Wichita, Kansas
"Favorable, enthusiastic reaction."

KFPY, Spokane, Wash.
"Outstanding production."

KGDM, Stockton, Calif.
"Greatly impressed and entertained."

KIRO, Seattle, Wash.
"Finest comments from audience."

KLRA, Little Rock, Ark.
"Keep up the good work."

KLZ, Denver, Colo.
"Enthusiastic over idea."

KMBC, Kansas City, Mo.
"Swell idea, wonderful show."

KMOX, St. Louis, Mo.
"Think show excellent."

KNX, Los Angeles, Calif.
"Super sampling of CBS 1945 schedule."

KOIN, Portland, Ore.
"Listener reaction...highly favorable."

KOMA, Oklahoma City, Okla.
"Greatest network talent show ever."

KQW, San Francisco, Calif.
"Public opinion: 'terrific'."

KRLD, Dallas, Texas
"Best promotion in many a year."

KROD, El Paso, Texas
"Our listener reaction very fine."

KROY, Sacramento, Calif.
"Feather in hat of KROY and CBS."

KSCJ, Sioux City, Iowa.
"Wonderful reception by listeners."

KSL, Salt Lake City, Utah
"Pleased to report fine reception."

KSO, Des Moines, Iowa
"Tops in network promotion."

KTBC, Austin, Texas
"The talk of the town."

KTTS, Springfield, Mo.
"All local reactions favorable."

KTUL, Tulsa, Okla.
"Most entertaining radio feature."

KTYW, Yakima, Wash.
"Please accept congratulations."

KVOR, Colorado Springs, Colo.
"Top billing on all radio dials."

KWFT, Wichita Falls, Texas
"Greatly enjoyed in this area."

KWKH, Shreveport, La.
"Congratulations on a terrific job."

WABC, New York, N. Y.
"Won general acclaim."

WABI, Bangor, Maine
"Many fine comments."

WADC, Akron, Ohio
"Reaction...terrific, let's have more like it."

WAIM, Anderson, S. C.
"Favorable comment on many sides."

WAPI, Birmingham, Ala.
"Local reaction complimentary."

WBAB, Atlantic City, N. J.
"Reaction very favorable."

WBBM, Chicago, Ill.
"Feel the...show was marvelous."

WBIG, Greensboro, N. C.
"Swell program."

WBNS, Columbus, Ohio
"Magnificent show."

WBRY, Waterbury, Conn.
"Greatest program of its type."

WBT, Charlotte, N. C.
"Simply out of this world."

WCAO, Baltimore, Md.
"...Highly entertaining."

WCAU, Philadelphia, Pa.
"A wonderful promotional idea."

WCAX, Burlington, Vt.
"'Stars in the Afternoon' received ...with acclaim."

WCCO, Minneapolis, Minn.
"Everybody believes it was terrific show."

WCHS, Charleston, West Va.
"Reaction terrific, idea sensational."

WCOC, Meridian, Miss.
"Greatest afternoon show ever on radio."

WCOV, Montgomery, Ala.
"Truly an outstanding show."

WCSC, Charleston, S. C.
"A perfectly fine piece of work."

WDBJ, Roanoke, Va.
"Local reaction terrific."

WDBO, Orlando, Fla.
"One of the best we have heard."

WDNC, Durham, N. C.
"Think program was tops..."

WDRC, Hartford, Conn.
"Radio listeners enthusiastic about this gala show."

WEOA, Evansville, Ind.
"Numerous complimentary comments."

WFBL, Syracuse, N. Y.
"A most outstanding production."

WFEA, Manchester, N. H.
"Reaction of listeners excellent."

WGAN, Portland, Maine
"All comments...most favorable."

WGAR, Cleveland, Ohio
"Enthusiastic over results."

WGBI, Scranton, Pa.
"A credit to the American way of broadcasting."

WGST, Atlanta, Ga.
"Audience response in Atlanta excellent."

WHAS, Louisville, Ky.
"Can't afford to miss them."

WHCU, Ithaca, N. Y.
"Even a newspaperman said, 'That's the kind of show that lifts you right out of your seat.' Congratulations."

WHEC, Rochester, N. Y.
"Standout presentation."

WHOP, Hopkinsville, Ky.
"We...echo.. favorable reaction"

WHP, Harrisburg, Pa.
"Exceptionally fine broadcast."

WHUB, Cookeville, Tenn.
"Excellent Listener response."

WISN, Milwaukee, Wis.
"Very enthusiastic reception."

WJR, Detroit, Mich.
"Sunday roundup of talent was tops."

WKBW, Buffalo, N. Y.
"Completely enthusiastic."

WKIX, Columbia, S. C.
"Eclipsed all competing shows."

WKNE, Keene, N. H.
"Many favorable comments."

WKRC, Cincinnati, Ohio
"One of greatest in network history."

WKZO, Kalamazoo, Mich.
"Words cannot adequately express enthusiasm of ..listeners."

WLAC, Nashville, Tenn.
"Everybody enthusiastic."

WMAS, Springfield, Mass.
"Reaction in one vein—excellent."

WMAZ, Macon, Ga.
"Columbia really carried the ball."

WMBD, Peoria, Ill.
"Well received in Peoria."

WMT, Cedar Rapids, Iowa
"One of the finest network promotion programs .ever broadcast."

WNBF, Binghamton, N. Y.
"Happy to have such a program."

WQAM, Miami, Fla.
"Reaction excellent."

WREC, Memphis, Tenn.
"Wonderful production."

WSBT, South Bend, Ind.
"Unanimous opinion was great show."

WSPA, Spartanburg, S. C.
"...Another 'CBS First'."

WTAG, Worcester, Mass.
"A wonderful promotion."

WTAQ, Green Bay, Wis.
"Listeners liked show."

WTOP, Washington, D. C.
"Caused more phone calls, all favorable, than any other program."

WWL, New Orleans, La.
"Next door neighbor said terrific."

WWNY, Watertown, N.Y.
"Public enthusiastic."

This is CBS...the Columbia Broadcasting System

THE BIGGEST SHOW IN AMERICA

VARIETY

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VOL. 159 No. 2 NEW YORK, WEDNESDAY, September 19, 1945 PRICE 25 CENTS

"STARS IN THE AFTERNOON"

With House Jameson, Katherine Raht, Jackie Kelk, Ray Ives, Patrice Munsel, Jack Smith, Earl Wrightson, Paul McGrath, Bob Hawk, Milo Boulton, James Melton, Helen Hayes, Jean Tennyson, Jan Peerce, Phil Baker, Artur Rodzinski, Tom Howard, Lulu McConnell, Harry MacNaughton, George Shelton, Claudia Morgan, Les Tremayne, Ruth Gilbert, Bob Sloane, Ann Shephard, John Daly, Bess Myerson (Miss America), Edward R. Murrow; announcers, Harry Marble, Stewart Young, Kermit Murdock, Art Gentry

Writers: Norman Corwin, Bob Sloane, Ruth Howard, Peg Miller, Milt Lewis, Jay Jones

Coordinator-Producer: Corwin

Music: Bernard Herrmann (overall conductor and coordinator); Al Goodman, Archie Blyer, Andre Kostelanetz

90 Mins.: Sun (16), 3 p.m.

Sustaining

WABC-CBS, N.Y.

CBS shook up a giant cocktail last Sunday afternoon (16). It took $100,000 worth of star-dusted talent, added a thick 90-minute slice of top time, and spiced with the brains of a half dozen writers and almost that many musical conductors in charge of a 75-piece orch. Sensibly letting Norman Corwin shake this colossal concoction, the network came up with a sensible showcase program, the first of a pair.

Corwin had the good sense to invent a very simple gimmick and let the rest of the show ride itself. The shindig was supposed to originate from the parlor of the "Aldrich Family." There they were, Sam Aldrich and mother, Henry and pal Homer (who dropped in later), and people were just visiting them.

The visitors included samples of most of the east-originated CBS shows, including "The Family Hour," the music of Andre Kostelanetz, "Inner Sanctum," "Thanks to the Yanks," "We, the People," "Texaco Star Theatre," "The Textron Theatre," "Great Moments in Music," "Take It or Leave It," New York Philharmonic-Symphony (whose period was given over to the show), "It Pays to Be Ignorant," "The Thin Man," "Report to the Nation," and Edward R. Murrow.

They did their little stunts, or took no more than a verbal bow, and walked off. But the very manner in which the whole thing was done, without commercials or reference to sponsors, put the emphasis where CBS wanted it placed—on the talent.

There was enough fun in the proceedings, enough samples of good music, and some meat—enough to suit the diet of many a Hooperated listener.

Outstanding in this daytime galaxy were two CBS regulars, Helen Hayes and Edward R. Murrow; and one visitor, a guest on the stanza's miniature "Report to the Nation." Latter is Bess Myerson, the newest Miss America, whose gams and other shapely measurements seemed to have been supplemented with musical ability (piano and clarinet), brains, and acting talent.

Miss Hayes gave a reading of "Petition After Victory," from Corwin's V-E "On a Note of Triumph." It was a fine reading, done with great sincerity; but it was only warm, lacking the fire which Martin Gabel gave it in the original performance.

Murrow was just in a class by himself. He made a simple speech, in which he stated his radio credo. It was an honest statement by an honest man (see reprint, in part, in this issue). It's to the credit of CBS, and of all radio, that the net gave this man the time and the freedom to have his say. It was a fitting punctuation to a show which set out—and did—reflect a good deal of what's good in radio, CBS or any other net.

Next week's (23) showcase will be unveiled at Hollywood, being given the same 90-minute segment, with Bill Robson taking up where Corwin left off. CBS undertook a tough assignment when it set out on this promotion job. But they've done it, so far, in boff style.

Cars.

AGAIN—THANKS FOR RADIO'S GREATEST PREVIEW!

THE **BIGGEST** SHOW IN TOWN

★ ACT 2 →

CBS HOLLYWOOD STARS IN SECOND SENSATIONAL PREVIEW BROADCAST!

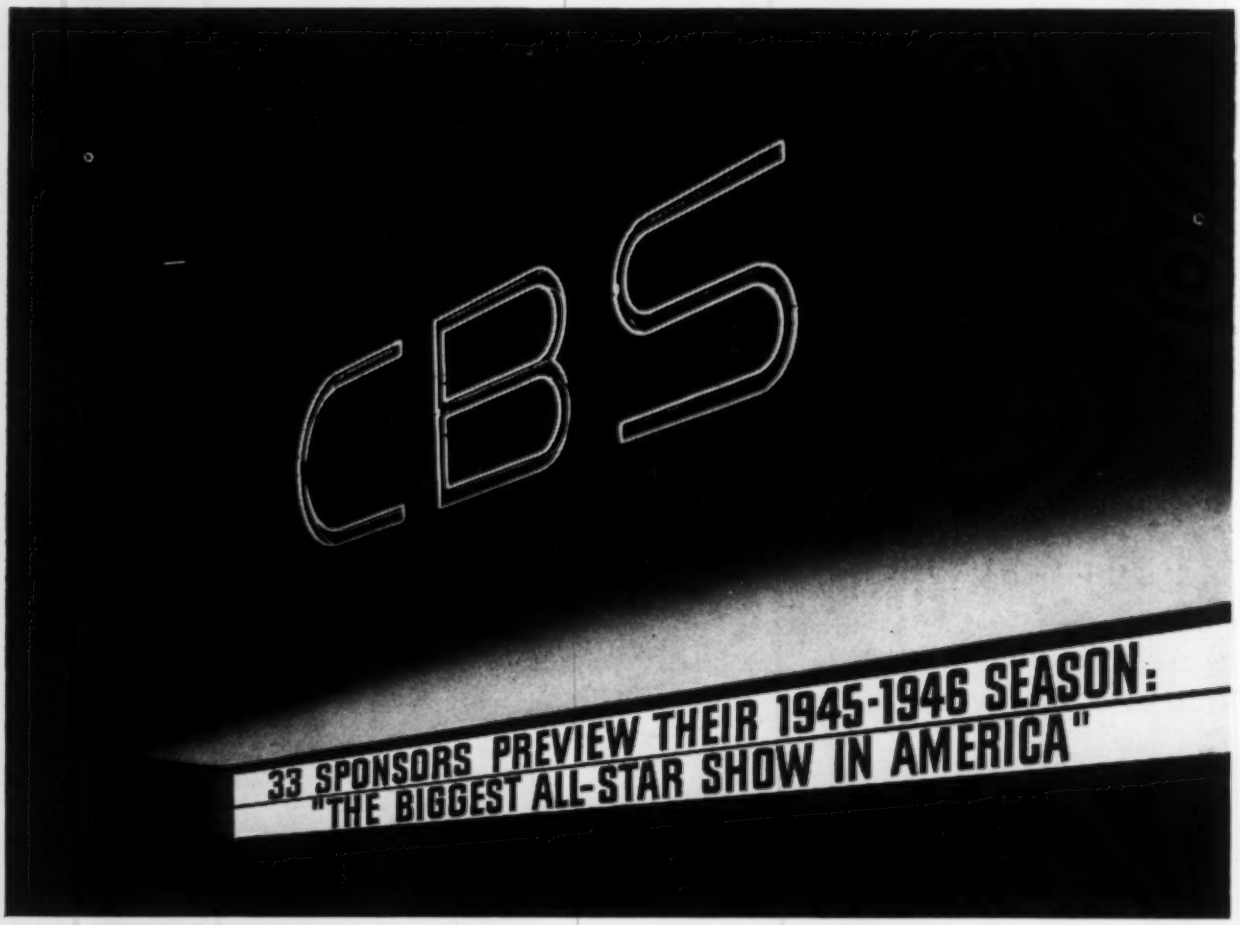
THANKS... to the sponsors who "showcased" their CBS top Hollywood programs at the CBS Vine Street Playhouse on September 23.

THANKS... to the great agencies, producers, writers, directors who combined their skills and talents to present this magnificent 90-minute preview.

and especially,

THANKS... to the artists themselves—the CBS headliners—who gave America's listeners this superb foretaste of the brilliant programs "coming up" on CBS. Thanks to—

WILLIAM N. ROBSON (producer and director)... LIONEL BARRYMORE, AGNES MOOREHEAD... FRANK SINATRA... GENE AUTRY... JIMMY DURANTE, GARRY MOORE, ELVIA ALLMAN... JOAN DAVIS, ANDY RUSSELL, HARRY VON ZELL, VERNA FELTON, SHIRLEY MITCHELL... OZZIE NELSON, HARRIET HILLIARD, JOEL DAVIS... NELSON EDDY, ROBERT ARMBRUSTER... GINNY SIMMS... LUX RADIO THEATRE, DON AMECHE, CLAUDETTE COLBERT... JACK CARSON... PENNY SINGLETON, ARTHUR LAKE, HANLEY STAFFORD... MARLIN HURT... REGINALD GARDINER, EDWARD ARNOLD, DEL SHARBUTT... ANN SOTHERN... JEAN HERSHOLT... WILBUR HATCH, THE SCREEN GUILD ORCHESTRA



CBS STATIONS REPORT MILLIONS THRILLED AGAIN!

CKAC, Montreal, Quebec
"Overwhelming number of phone calls demanding more."

KARM, Fresno, Calif.
"Outstanding reaction."

KDAL, Duluth, Minn.
"Outstanding radio entertainment in every way."

KEYS, Corpus Christi, Texas
"Swell."

KFAB, Lincoln, Neb.
"Nothing but compliments."

KFBB, Great Falls, Mont.
"A bang-up show."

KFPY, Spokane, Wash.
"Good reaction."

KGBS, Harlingen, Texas
"What a program!"

KGDM, Stockton, Calif.
"Listened to and enjoyed."

KGLO, Mason City, Iowa
"Well received."

KGVO, Missoula, Mont.
"Completely enthusiastic."

KLZ, Denver, Col.
"A great show."

KMBC, Kansas City, Mo.
"A colossal party a wonderful showcase."

KNX, Los Angeles, Calif.
"Reaction...universally enthusiastic."

KOIN, Portland, Ore.
"Response...highly flattering."

KOMA, Oklahoma City, Okla.
"High praise. for the super double bill."

KOTA, Rapid City, S. D.
"Greatest promotion in industry's history."

KOY, Phoenix, Ariz.
"Was most enthusiastic and satisfactory."

KQW, San Francisco, Calif.
"Robson gets the nod."

KSL, Salt Lake City, Utah
"Unexcelled radio a brilliant production."

KTBC, Austin, Texas
"Well received by KTBC listeners. Wonderful promotion."

KTSA, San Antonio, Texas
"These shows were swell elegant."

KTUC, Tucson, Ariz.
"Gives the rest of the boys something to shoot at."

KTUL, Tulsa, Okla.
"A real radio show—fast moving, clever and perfect timing."

KTYW, Yakima, Wash.
"Really did a job."

KWFT, Wichita Falls, Texas
"Great enjoyment and interest."

KWKH, Shreveport, La.
"Swell broadcast."

WADC, Akron, Ohio
"Marvelous entertainment."

WAPI, Birmingham, Ala.
"The biggest show in town turned out exactly that."

WBAB, Atlantic City, N. J.
"CBS has done a fine job."

WBBM, Chicago, Ill.
"Show one of the finest of its kind."

WBIG, Greensboro, N. C.
"Well liked, enjoyable."

WBRY, Waterbury, Conn.
"Unanimous agreement that show was tops."

WCAO, Baltimore, Md.
"Calls to station expressed appreciation...stressed ingenuity."

WCAU, Philadelphia, Pa.
"Reaction excellent."

WCAX, Burlington, Vt.
"Received with acclaim."

WCCO, Minneapolis, Minn.
"...General reaction good."

WCHS, Charleston, W. Va.
"We've had a lot of fine comment."

WCSC, Charleston, S. C.
"Thoroughly enjoyed by all."

WDBJ, Roanoke, Va.
" Received as well as first."

WDBO, Orlando, Fla.
"Do not have sufficient Hollywood adjectives to express opinion."

WDNC, Durham, N. C.
"A sensation.. 'Tops' is the word."

WDWS, Champaign, Ill.
"Best. .heard in a long time."

WEOA, Evansville, Ind.
"Program was 'tops'."

WFEA, Manchester, N. H.
"Congratulations on fine showmanship."

WGAN, Portland, Maine
"Overwhelming enthusiasm."

WGAR, Cleveland, O.
"Ought to be an annual thing."

WGBI, Scranton, Pa.
"A credit to the network."

WGST, Atlanta, Ga.
"Excellent!"

WHAS, Louisville, Ky.
"Best promotion program for the season."

WHCU, Ithaca, N. Y.
"Listener and station reaction very good."

WHEC, Rochester, N. Y.
"Another top production."

WHUB, Cookeville, Tenn.
"Substantiated CBS as 'The Biggest Show in Town'."

WKIX, Columbia, S. C.
"Barrymore and Sinatra made listening history."

WKRC, Cincinnati, Ohio
"Listener comment...more than favorable."

WKZO, Kalamazoo, Mich.
"CBS has delivered another knockout punch."

WLAC, Nashville, Tenn.
"Great show...great contribution."

WMAS, Springfield, Mass.
"Listener reaction tops."

WMBS, Uniontown, Pa.
"The finest we have ever had."

WMMN, Fairmont, W. Va.
"Another first for CBS."

WMT, Cedar Rapids, Iowa
"Another great show."

WNBF, Binghamton, N. Y.
"Terrific show."

WQAM, Miami, Fla.
"Excellent promotion and entertainment."

WRBL, Columbus, Ga.
"Received wide acclaim."

WRVA, Richmond, Va.
"Congratulations on a great show."

WSAU, Wausau, Wis.
"Congratulations."

WSPA, Spartanburg, S. C.
"Tremendous listener loyalty."

WTAD, Quincy, Ill.
"Terrific."

WTAG, Worcester, Mass.
"Excellently done...supreme bit of promotion."

WTAQ, Green Bay, Wis.
"We liked Sunday's show."

WTOP, Washington, D. C.
"Show well liked...Durante outstanding."

WWL, New Orleans, La.
"Wonderful."

WWNC, Asheville, N. C.
"Delighted with direction and performance."

WWNY, Watertown, N. Y.
"Par in excellence with first broadcast."

This is CBS...the Columbia Broadcasting System

THE BIGGEST SHOW IN AMERICA

THE PROOF OF THE PUDDING...

STARS IN THE AFTERNOON, according to the Hooper measurements of the program of September 16, showed the following gains over the same period on the next preceding measured Sunday (Sept. 2, 1945):

Sets-In-Use	**UP 6%**
CBS Rating	**UP 57%**
Share-Of-Audience	**UP 47%**

NOTE: *Hooper did not measure the second performance of "Stars in the Afternoon" on September 23, but with normal listening on the increase, and evidence of the vast listener-delight that greeted the September 16 program, it is reasonable to assume that "Act 2" of this brilliant preview was heard by an equally expanded audience.*

This is CBS...the Columbia Broadcasting System

FM

(*Continued from page 40*)

certainly become familiar with the practical aspects of FM within six months.

Two minor characteristics with reference to FM transmission are the effects of high-frequency "pre-emphasis" for broadcasting and the vagaries of monitoring FM programs. In pre-emphasis, the biggest practical difficulty is that of training control operators to accustom themselves to the varying readings on the station monitor as contrasted to a volume indicator in the audio input circuits.

The effect of over-swing, or what the broadcast engineer would call "over modulation," is serious distortion. At the same time, if the operator keeps his volume setting too low, the program level in the listener's receiver will tend to change considerably from one type of program to another. Besides being most annoying to the listener, poor control operating limits the station's coverage area to a sub-normal value.

When monitoring FM programs on a high quality receiver or station monitor, it is not unlikely that serious trouble will occur in the transmitter itself, while at the same time the monitor may not show a change in volume or in background noise. Because of limited action in the receiver it is entirely possible that a heavy electrical arc in a tank or other high voltage circuit, or even an appreciable change in the amount of power fed to the antenna, would not affect the monitor speaker. Actually, this condition results mainly in the need for making equipment inspections at frequent intervals.

Marx to DuMont

ERNEST A. MARX, recently discharged from the Navy as a lieutenant commander, has been appointed head of the newly created Television Division of DuMont Labs, which will handle television receiving and transmitting equipment. Mr. Marx will be headquartered in Passaic, N. J.

Specialized Programs
FOR A
LARGE GROUP OF
New Yorkers
NEW YORK'S
WLIB
1190 ON THE DIAL—CLEAR CHANNEL

Export Adv. V-P Sees Latin American Radio as Potent—and Cheap—Market

Jorge Nielsen (l), manager of Export Adv.'s Buenos Aires office, with Robert Otto, Export v-p.

"RADIO is a very potent market for products in the Latin American countries," stated Robert H. Otto, vice-president of Export Adv. Agency, New York upon his return last week from a two-month trip of Latin America. "In spite of inflation, the buying power of the audience (composed mostly of the lower classes) has increased," he said.

As a result, time on most major Latin American stations is practically impossible to buy, Mr. Otto discovered. He also noted that at a number of stations in Latin America you can buy time for as little as $2 a quarter-hour. Stations, with the exception of those in Argentina, Mexico and Cuba, are about 15 years behind in programming, he said.

Progress

He admitted that rapid strides were being taken toward better programming. Present programs are largely canned music, he added, with commercials sandwiched between numbers on most of the smaller stations. Good dramatic shows are limited. Some of these stations defy timing and do not program quarter-hour shows, half-hour shows, etc. according to the clock but merely whenever they fit in with commercial announcements.

In spite of drawbacks of Latin American stations, the agency places much time for its 60 accounts in Argentina, Brazil, Chile, Peru, Ecuador, Colombia, Venezuela, Panama, Costa Rica, Guatemala, Trinidad and Mexico.

Agency handles Tangee Cosmetics, which sponsors a quarter-hour show, 3 times weekly on Radio Mundo, Buenos Aires; a half-hour broadcast, once a week on Radio Belgrano, also Buenos Aires; a half-hour twice weekly of Augustine Lara, famous Mexican crooner, on XEW Mexico City, and quarter-hour shows on 28 other Latin American stations.

Other acounts, such as Alka Seltzer, sponsor programs and spot announcements on about 40 Latin American stations. Entire program scripts are written in Spanish, therefore eliminating the need for translation, in the New York office.

Export Adv. Agency has recently established an office in Buenos Aires managed by Jorge Nielsen, formerly a reporter and a member of the copy staff of Berg & Co., who has had over 16 years of advertising experience. Newest office will handle campaigns for U. S. Rubber Export Co., Tangee Cosmetics, Peggy Sage Nail Polish, and others.

RODGERS SETS UP CONSULTANT FIRM

JAMES W. RODGERS, identified with Rockford radio (WROK) and newspapers since 1928, has formed a new financial consultant firm, specializing in radio and newspaper purchases, mergers and tax problems. Offices will be located in the Forest City Bank Building, Rockford, Ill.

Widely known as business representative for the late Ruth Hanna Simms for the last quarter of a century, Mr. Rodgers handled her extensive interests in Chicago, Washington and Wyoming. He also served as a member of the board of directors and treasurer of Rockford Broadcasters Inc. (WROK) and Rockford Consolidated Newspapers.

New Radio Relay Systems Exhibited by Signal Corps

TWO RADIO relay systems developed by RCA in collaboration with the Camp Cole Ground Signal Agency were shown in California by the U. S. Army Signal Corps as part of a display of military communication developments which will be applicable to civilian use in peacetime.

Operating on radio frequencies well above those used prewar, the RCA systems eliminate the need for wire circuits in long-distance telephone, transmitting the radio waves by automatic relay stations. One system, the AN/TRC-8, operates on FM and can carry four voice channels or four teletype channels on a single carrier. The other system, AN/TRC-5, provides eight simultaneous voice channels and operates on a time-division multiplex similar to the method demonstrated the week before by Federal Telephone & Radio Corp. [BROADCASTING, Oct. 1].

Pick Nov. 22

EVERY STATE in the nation except Tennessee will celebrate Thanksgiving on Nov. 22 (fourth Thursday in the month) this year, in accordance with the Federal law, Assn. of National Advertisers reports after a survey of governors. Tennessee will celebrate Nov. 29.

ANNOUNCING
KFI
Recording Division
Complete commercial recording service now available to agencies and advertisers. This new service includes KFI's studio and production facilities.
Lyman Smith
Manager
KFI
The one station that covers all of Southern California
NBC
FOR LOS ANGELES
Earle C. Anthony, Inc.
EDWARD PETRY AND COMPANY, INC.
NATIONAL REPRESENTATIVES

. . . makes music for everyone

Probably the most democratic of all musical instruments, the carillon plays for everyone. Carillon concerts are always free, and often an entire city is the audience.

The first carillons were very simple instruments, consisting of from three to six small bells struck with small mallets. In the medieval monasteries, the bells were made larger and hung on racks. Still later, the bells were mounted in towers and played by ropes from below.

Grandfather of the music box

In the 13th Century, carillons were connected to tower clocks, and made to strike in a definite order. In Flanders, this idea was developed still further by arranging iron nails in a wooden cylinder, which, when rotated, released the hammers to play a complete tune.

The art of bell-founding was perfected in the 15th Century, enabling the founder to cast a bell to any desired note, thus giving great impetus to carillon construction.

Carillon competition keen

At the beginning of the 16th Century, keen competition over carillons among Netherlands and northern French towns sprang up. The second world war called a temporary halt to the contest, with the 52 bell set at Ghent holding the honors. Cast in 1925, the largest of the 52 bells is more than eight feet in diameter and has a pitch of E below Middle C.

The range of the carillon is enormous. From shrill, brassy tones to earth-shaking booms, each bell has its own personality. Carillon music is transcribed most faithfully by:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division

OF

Western Electric Company

INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

MANAGEMENT

JAN KING, for two years with the engineering department of NBC, has been appointed station manager of WMFF Plattsburg, N. Y.

RALPH M. LAMBETH, president and general manager of Greensboro (N. C.) Broadcasting Co., has resumed management of WGBG Greensboro after 27 months service with AAF in Africa, Italy, Sardinia, Corsica, England, France and Germany. **ROBERT MARLOWE**, acting manager in his absence, remains as assistant manager. In service with 42nd Bomber Wing attached to 9th and 12th Air Forces, Mr. Lambeth holds seven battle stars for ETO ribbon, Croix de Guerre avec Palme, and Presidential Unit Citation with three Oak Leaf Clusters. Formerly general manager of WMFR High Point, N. C., he opened WGBG in February 1942.

Mr. Lambeth

BRIG. GEN. DAVID SARNOFF, RCA president, declared that if we would be first in peace and in war we must also be first in science, in an address, "Science in Democracy", delivered Oct. 5 at the American Academy of Political & Social Sciences in Philadelphia.

AL HOLLENDER, chief of OWI broadcasting activities in the American occupied zone of ETO, returned to the U. S. last week after year and a half overseas. He is working on a study of shortwave radio in Europe to be presented to the State Dept. On completion of that task he will return to private industry. Before joining OWI he was with WIND Chicago.

KOLIN HAGER, station manager of WGY Schenectady, has been re-elected president of Schenectady Better Business Bureau.

SAMUEL J. HENRY Jr., former director of broadcast advertising of the NAB, and before that with World Broadcasting System, is being discharged from the Naval Reserve with rank of lieutenant commander. He has been attached to the Naval Air Station at Olathe, Kan.

T. DOUG YOUNGBLOOD, vice-president and general manager of WFIG Sumter, S. C., is father of a girl. He also has been named director of the Community Chest and War Fund drive for Sumter County.

A. E. JOSCELYN, manager of WCCO Minneapolis, Minn., is chairman of the radio committee for the War Chest drive in Hennepin County.

CENTER of attention at recent clambake and weenie roast held by WTAG Worcester, Mass., is E. E. (Ted) Hill, managing director of station, surrounded by (l to r) Helen Wall, secretary; Herbert L. Krueger, commercial manager; Ann D'Elia, singing receptionist; Fred C. Brokaw, Paul H. Raymer Co., WTAG rep.

Miller Appointed

LT. JOSEPH L. MILLER, USNR, former labor relations director of the NAB, last week was designated to handle labor relations of the petroleum activities taken over by the Navy under Presidential orders because of the work stoppage. He was appointed special assistant to Vice Adm. Ben. Moreell, chief of the Bureau of Yards & Docks, who is supervising Naval operation of the refineries. Lt. Miller's regular assignment is in the Navy's Labor Relations Section.

WPIK New Offices

WPIK Alexandria, Va. last week opened new business offices in the Hotel George Mason. In early November, the station expects to begin operations from studios in the hotel, according to Howard B. Hayes, president of Potomac Broadcasting Corp.

EDGAR KOBAK and eight editors of business publications expressed their views on "Reconversion and Jobs" in a special roundup program on Mutual, Oct. 10, 8-8:30 p.m., in connection with Conference of Business Paper Editors.

COMMERCIAL

WILLIAM J. KUTSCH, former radio director of Swift & Co., last week was named vice-president in charge of sales of North Central Broadcasting System, with Chicago headquarters.

TOM DAWSON, Naval Reserve lieutenant released after three years service, has rejoined WCCO Minneapolis as sales manager.

KEENAN & EICHELBERG, newly formed representative firm in San Francisco and Los Angeles [BROADCASTING, Sept. 25], will handle radio station accounts in addition to other media.

FRED BROKAW of Paul H. Raymer Co., New York, station representative, was to leave Oct. 14 for three-week business trip to the West Coast.

LT. TED KRUGLAK, for 2½ years with the U. S. Maritime Service, has rejoined the Katz Agency, New York, as a member of the sales staff.

STAN HOLLAND, graduate of the Northwestern U. Radio Institute, has joined WLS Chicago, as an assistant to the sales manager.

BILL EWING, former commercial manager of WENT Gloverville, N. Y., and prior to that with Spot Sales, has joined Howard H. Wilson Co., New York, in a sales capacity.

KEMPER M. WILKINS, formerly of WOWO Fort Wayne, Ind., has joined local sales staff of KMOX St. Louis as account executive.

EDWARD W. FOX, salesman, is first member of WMRN Marion, O., staff to return from armed forces. A sergeant, he was in Army three years, including 30 months in North Africa, Sicily, Italy, France, Germany.

WENDELL B. CAMPBELL, general sales manager and director of operations of KMOX St. Louis, has been appointed district chairman of Sales Managers Committee of NAB. He succeeds **HALE BONDURANT** of WHO Des Moines.

CHARLES SMITH, formerly with KSTP Minneapolis, is new member of the sales staff of WINX Washington. He has been in the Navy for 3½ years. **KWBR** Oakland, Cal., has appointed William Rambeau Co., Chicago, as exclusive representative.

ALAN TRENCH of the WWSW Pittsburgh sales staff has returned to the station after serving for 23 months in the American Red Cross. For past 16 months he was an ARC field director in China, Burma and India.

CARL MITCHELL, for three years with AAF, mostly overseas, has been named sales representative of WPAY Portsmouth, O. He succeeds **ROBERT K. KUHN**, now merchandising and promotion director.

LEWIS H. AVERY Inc. has been appointed national representative of WJJD Chicago and WSAI Cincinnati effective Oct. 1. These Marshall Field stations were formerly represented by Paul H. Raymer Co.

WTTM Trenton, N. J., has appointed Joseph Hershey McGillvra Inc. as national sales representative.

JAMES W. RODGERS

FINANCIAL CONSULTANT

Experienced handling of Purchases, Mergers and Sales of Newspapers and Radio Properties

FOREST CITY BANK BLDG.
ROCKFORD, ILLINOIS

Associated with the late Ruth Hanna McCormick Simms for a quarter of a century

Note from our Net!

American Broadcasting Company, Inc.

30 ROCKEFELLER PLAZA · CIRCLE 7-5700

NEW YORK 20, N.Y.

August 27, 1945

VICE PRESIDENT

Mr. William M. O'Neil
President
Radio Station WJW
Cleveland, Ohio

Dear Bill:

This year we again polled all the advertising agencies who have accounts on the ABC network and asked the account executives what stations are doing the best job of merchandising their network programs.

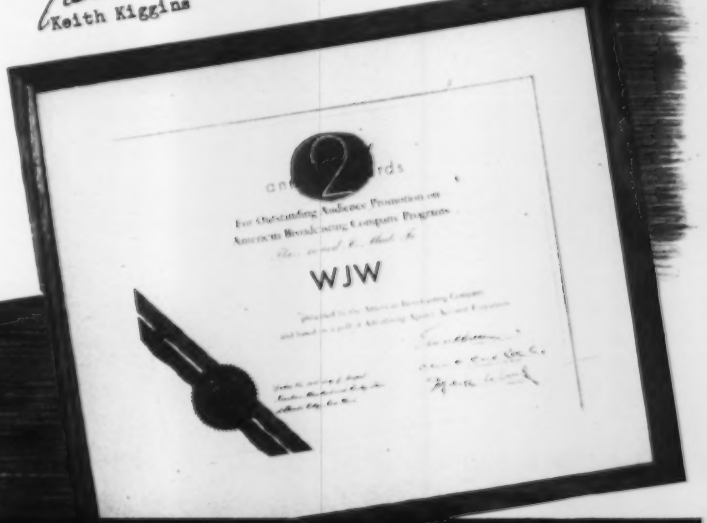
Stations were divided into four groups; those located in cities of over 500,000, those located in cities between 100,000 and 500,000, those located in cities between 50,000 and 100,000, and those located in cities of under 50,000.

I am very pleased to advise you that, as a result of this poll, WJW has won the American Broadcasting Company annual award as one of the four top stations in its group.

Sincerely,

Keith Kiggins

Keith Kiggins



BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WCKY
THE POWERFU
VOICE OF
OHIO VA
DOING THE REAL JO

L 50,000-WATT
THE GREAT
LLEY
OB
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

Editorial

"Is This U.S.A. or —"

CIO is at it again.

Through its high-sounding front, National Citizens Political Action Committee, it has launched a new pamphleteering snowstorm. It exhorts the public to pressure Congress and the FCC against allowing present-day broadcasters or newspapers to engage in FM except in small numbers and under unbelievably onerous conditions. Incidentally, it also is soliciting funds.

The drive is timed to coincide with the lifting of the freeze on new FCC grants. The first blast—an eight-page mailing piece labeled "Immediate Action"— is as bald a rabble-rousing foray as any we've seen. There are innuendoes about the National Assn. of Manufacturers controlling radio, self-serving charges about an illusory Washington lobby conducted by radio, and distorted figures on radio earnings. Attached to the shrieking mailing piece is a perforated petition with space for signatures. It is addressed to Congress and to the FCC. In one breath it slaps the FCC on the wrist for granting FM facilities to AM licensees, and in the next urges "funds for the FCC" to fulfill its functions as guardian of the public interest.

It urges that not more than one-quarter of available FM channels be given existing licensees and newspapers; that hours and expenditures and program standards be prescribed; that three-quarters of the channels be granted newcomers, including war veterans; that license renewals of AM stations be advertised locally and thrown open to competitive applications.

Boiled down, it means that CIO's NCPAC wants to throw existing licensees out of business. If, as the FCC has said, FM will supplant AM, then present broadcasters would have their property confiscated. It would be as if the Government had told the carriage makers they couldn't engage in the automobile business at the turn of the century.

The whole audacious scheme comes in bad grace from an organization now embroiled in crippling strikes throughout the nation.

It's no secret that many unions seek to prevent returning veterans from ousting their members from jobs. Yet lip service is given veterans in the plea that facilities be reserved for them. That proposal did not come from CIO or any other labor group. More than a year ago, when FCC allocations were being considered by the FCC, Philip G. Loucks, Washington attorney, advanced it in a brief filed on behalf of FM Broadcasters Inc.

Ample facilities are reserved under the FCC allocations plan for non-profit operators. CIO and its affiliates have had plenty of opportunity—and still have—to get in on the ground floor.

We think this new campaign, because of its blatant, false premise, and because it defies every precept of democratic government, will fall flat on its face. Doubtless, however, the idea is to have everything in radio cleared with some CIO Sidney, so CIO can get all of the free time it wants.

Celler Sold

OVER TO the left on this page is a commentary which applies with equal force to the bill introduced in the House last week by Rep. Emanuel Celler (D.-N. Y.). Mr. Celler it seems, just swallowed the philosophy of Commissioner Cliff Durr (and of CIO).

Everything Mr. Durr has espoused as the radical left-wing member of the FCC is incorporated in Mr. Celler's proposed bill. The same jimmied figures are recited; the same notion that anything sponsored can't be public service. He even goes to the extreme of proposing "fixed percentages" of time to be allotted for non-commercials—something that Congress dumped overboard in 1933 when the educators sought to get 25% of radio time.

Then station transfers! Mr. Celler proposes that no transfer be approved if it exceeds double the depreciated cost value of the tangible property. That would mean that most stations probably couldn't be sold, but would have to be given away, because most of them already are fully depreciated. If the depreciated value is zero, double it is the same.

Mr. Celler also would make stations public utilities—something the law says they are not. Like CIO he wants all renewals advertised in advance locally. Like Mr. Durr he wants the profit element wrung out of radio.

Certainly it's no accident that Mr. Durr should be making a series of barnstorming radio speeches while the CIO-NCPAC looses an unprecedented lobbying foray, and Mr. Celler unburdens himself legislatively—all in the same anti-broadcasting vein.

RADIO officially celebrates its 25-year growth Nov. 4-10, National Radio Week. Stations will forward their art by planning independent observances in their own communities. National, as well as local, plans are clearing through the NAB Public Relations Committee, and NAB's Willard D. Egolf. It's growing late now to make plans—but it isn't too late by a long sight.

Tandem Hookups

THE OLD bugaboo of four-network broadcasts bobbed up a few days ago on Secretary Byrnes' report to the nation following the London Conference. It was carried by CBS only. It had been offered other networks. The policy of carrying only Presidential broadcasts on all networks was invoked.

During the war there were exceptions to the Presidential network rule. We think it a mistake arbitrarily to invoke the rule of exclusive broadcasts in these times. Certainly the head of the American delegation to an epoch-making meeting called for the purpose of settling the peace is entitled to widest possible coverage in his report to the people—particularly when that report is reserved for the air.

It is not our argument that all networks should carry all speeches of all cabinet members whenever they seek the time. Each situation should be evaluated separately.

Our Respects To —

ALBERT LYMAN WARNER

THE PRESTIGE of radio as a news medium rose perceptibly when Albert Warner was named head of the newsroom of Cowles' Washington station, WOL. Past president of both the Radio Correspondents Assn. and the White House Correspondents Assn., representing the top newsmen of both radio and press, Mr. Warner added to his standing during the war in becoming chief of the Army's War Intelligence Division.

On Sept. 15, Al Warner put aside his colonel's silver eagles to take over at WOL. "Already," said a station executive last week, "the change in that newsroom is tremendous. We feel we have the best man in his field."

Al Warner is probably the best informed newsman in Washington. It was his wartime job to present or pass on all information on overseas activities of the Army, among numerous other duties. Thus he was behind the scenes for every operation of the war. Working with the Office of Censorship, there was never a harmful slip, and at the same time, the public was informed of developments at the first practical moment. His was the "Voice of the War Dept.", giving the official report of the week each Sunday on the *Army Hour*, in addition to a weekly 15-minute review broadcast to troops in every theater.

A serviceman wrote him, "I have listened to you with pleasure and profit in the English Channel, in the Mediterranean and in the Pacific." Listeners usually hear calm, authoritative Al Warner "with pleasure and profit". His formula has always been: Here are the facts, here is the background, here are the individuals who participated; let these things speak for themselves.

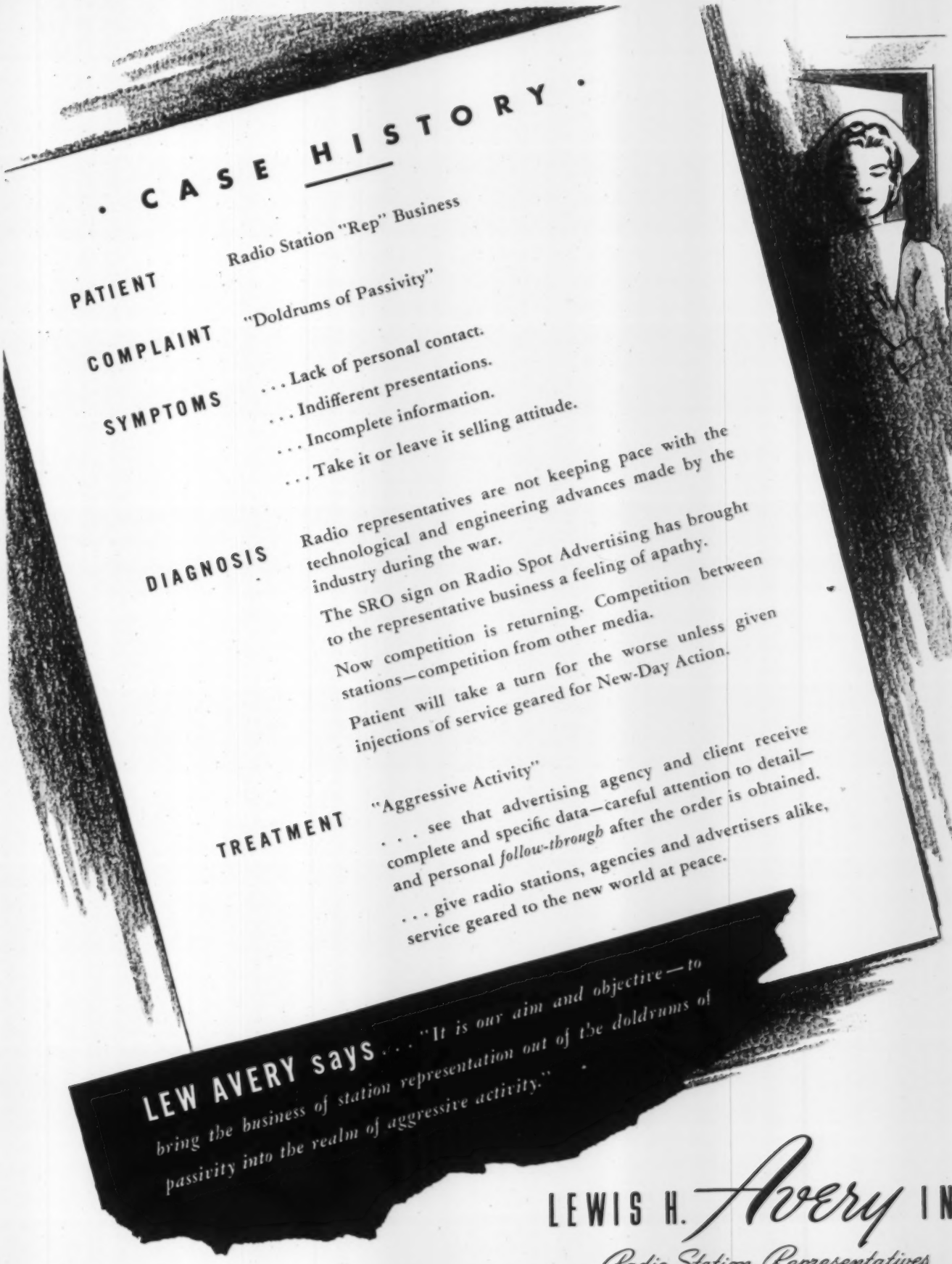
His major interest has always been news. He was editor in chief of his school newspaper at Poly Prep, Brooklyn, N. Y., where he was born March 1, 1903. He held the same post with the paper at Amherst College, in Massachusetts, where he was tapped for Phi Beta Kappa and Delta Kappa Epsilon.

After almost a year with the *Brooklyn Daily Eagle*, Mr. Warner joined the staff of the *New York Times*. He became the *Times*' legislative correspondent and covered Albany politics during the last two years of Al Smith's governorship and the first two years of Franklin Roosevelt's.

At 25 Al Warner was entrusted by the *Times* to report on Al Smith's presidential campaign. During the country-wide tours, Jim Farley gave Warner the nickname "Truly" which stuck until he reached Washington.

In 1930 he shifted to the *New York Herald Tribune* in order to get to the Nation's Capital. Later he became chief of the bureau. As a

(*Continued on page 56*)


• CASE HISTORY •
PATIENT Radio Station "Rep" Business
COMPLAINT "Doldrums of Passivity"
SYMPTOMS . . . Lack of personal contact.
. . . Indifferent presentations.
. . . Incomplete information.
. . . Take it or leave it selling attitude.
DIAGNOSIS Radio representatives are not keeping pace with the technological and engineering advances made by the industry during the war.
The SRO sign on Radio Spot Advertising has brought to the representative business a feeling of apathy.
Now competition is returning. Competition between stations—competition from other media.
Patient will take a turn for the worse unless given injections of service geared for New-Day Action.
TREATMENT "Aggressive Activity"
. . . see that advertising agency and client receive complete and specific data—careful attention to detail—and personal *follow-through* after the order is obtained.
. . . give radio stations, agencies and advertisers alike, service geared to the new world at peace.
LEW AVERY says . . . "It is our aim and objective—to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity."
LEWIS H. Avery INC.
Radio Station Representatives
565 Fifth Ave.
New York 17, N. Y.
PLaza 3-2622
333 No. Michigan Ave.
Chicago 1, Ill.
ANDover 4710

Respects

(Continued from page 54)

correspondent devoted to fairness, Al Warner won the confidence of both Democratic and Republican leaders, and frequently had the first stories on political and governmental developments. He traveled to the London World Economic Conference in 1933 with Secretary Hull and scored several "beats" from there.

From the *Trib*, Mr. Warner went to CBS to become its chief Washington correspondent from 1938 to '42. He continued his top-notch reporting, now with radio in mind. The big news of the years preceding World War II kept him and the staff always alert—Presidential trips, the Pan American Conference at Havana, the Atlantic Charter meeting. At the beginning of the war, Mr. Warner covered the White House and State Dept. through many a stormy night.

He put on the air the first news of the German breakthrough at Sedan which led to the conquest of France. When the Japs were negotiating at Washington prior to Pearl Harbor, Mr. Warner informed the New York CBS office that the closest watch must be kept. Dec. 6, he went on with a special broadcast warning of the intense seriousness of the situation. When the attack came, he was on the air at frequent intervals for 36 hours straight.

Answering a suggestion from the military that his services would be valuable, he was commissioned a major in July 1942, and subsequently rose to colonel. Col. Warner was about the only man in the War Dept. whose public remarks were reviewed only by himself. Either OWI or the War Dept.'s Review Branch looked over speeches from the Secretary of War on down. As Review Branch was his division, he reviewed his own.

Last summer, Col. Warner was on temporary duty in Europe in connection with the Army's cooperation on public relations with the authorities at the Potsdam conference and for other duties in Germany. He also toured ETO.

He married Harriett West Rowe of New Haven in 1929. They have two sons, Edwin Gaylord, 13, and Albert Lyman Jr., 9.

In 1939 he won the Sigma Delta Chi award for the best radio news-writing of that year. He is a member of the Gridiron Club, National Press Club of Washington, in addition to the White House Correspondents Assn. and Radio Correspondents Assn.

THROUGH public service program, "Main Street Speaks", on KVOO Tulsa, the small town of Tahlequah, Okla., has new postwar industry. Town offered to give away, tax free, abandoned railway station via program and offer was accepted by a canning firm which has remodeled structure and employed 100 residents of town to operate new plant.

Farm Group Asks Clear Rule Change

Dept. of Agriculture to Aid Fight, Anderson Promises

REVISION of rules regarding clear-channel operation to improve rural service will be requested by the National Council of Farmer Cooperatives when the FCC holds its hearing Jan. 14, the Council announced last week.

Supporting the NCFC case will be Secretary of Agriculture Anderson who told a delegation representing farm organizations and agricultural colleges the Dept. of Agriculture would testify at the hearing, according to John H. Davis, executive secretary of the Council.

Voices Dissatisfaction

Dr. Howard L. Bevis, president of Ohio State U. and chairman of the Radio Committee of the Assn. of Land-Grant Colleges and Universities, told Secretary Anderson the rules should be so revised that fulltime operation, sufficient power and improved facilities are made possible "in those areas which the educational stations should rightfully serve."

Another member of the delegation, C. Maurice Wieting, special assistant for the NCFC, informed Mr. Anderson of dissatisfaction with present rural service by many members of the cooperatives. "Necessary farm information and service programs are being crowded into hours that farmers cannot listen," he said, "or they are being forced off the air altogether."

Represented in the delegation, which met Tuesday with Secretary Anderson, were members of the American Farm Bureau Federation, the National Grange, the Farmers' Union, the National Cooperative Milk Producers Federation and the NCFC.

Radio Writers to Choose Officers Oct. 30 in N. Y.

ANNUAL meeting of the eastern region of the Radio Writer's Guild and the concurrent annual meeting of the National Guild will be held in New York Oct. 30 at which time election of officers will take place.

The following names have been proposed by the nominating committee: Sam Moore, Hollywood writer, for national president; Peter Lyon, New York writer, for vice-president, eastern region; Georgia Lee Layton, Priscilla Kent, Erik Barnouw, Robert Newman, Robert Arthur, Doris Halman, Morris Hastings, Robert Colwell, Julian Funt, Sheldon Stark, Lynn Stone, Daisy Amoury, Morton Devine, Jerry Devine, Elaine Carrington, Jack C. Wilson, for Eastern region council; Erik Barnouw, Carl Bixby, Clifford Goldsmith, Stuart Hawkins, Robert Newman, Kenneth Webb, for Authors League Council.

rates high with Hooper
rates high with Clients
rates LOW on costs
YOUR BEST BUY

WCPO
CINCINNATI'S NEWS STATION

CINCINNATI HOOPER STATION LISTENING INDEX JULY-AUGUST

INDEX	STATION "A"	WCPO	STATION "B"	STATION "C"	STATION "D"
SUNDAY AFTERNOON 12:00 NOON — 6:00 P. M.	12.5	33.8	17.3	22.8	12.5
SATURDAY DAYTIME 8:00 A. M. — 6:00 P. M.	11.7	25.3	32.2	22.2	8.6
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. — 12:00 NOON	9.8	22.9	22.9	23.7	20.7
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P. M.	13.2	18.9	21.4	38.8	7.7
EVENING SUN. THRU SAT. 6:00 P. M. — 10:00 P. M.	10.6	19.4	20.7	39.0	10.2

Affiliated with The Cincinnati Post

WCPO
CINCINNATI'S NEWS STATION

REPRESENTED by THE BRANHAM CO.

SPECIALTY SHOPS
ON NEW ORLEANS'
CANAL STREET
KNOW IT

STORES ON
THIBODAUX'S
MAIN STREET
KNOW IT

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

TECHNICAL

ROY BATTEAU has returned to his post as transmitter engineer of WCKY Cincinnati after 3½ years in Navy. He was chief petty officer.

LOUIS G. PAGENT Jr., former chief industrial engineer for Emerson Radio & Phonograph Corp., New York, has been appointed manager of the production services department of that company.

PHIL KIRSHNER, WHAT Philadelphia engineer, is father of a girl.

CARL J. MEYERS, WGN Chicago chief engineer before entering the Navy in 1942, returned Oct. 1 as director of engineering for the station. Meyers and **G. WILLIAM LANG**, WGN chief engineer, will supervise activities in connection with the development of an FM network and conducting experiments in television and facsimile. Meyers first joined WGN on Oct. 1, 1925.

ELMER P. GERTSCH, for four years with Air Associates and 13 years as RCA section engineer, has been named manager of CAA division of Hoffman Radio Corp., Los Angeles (radio set and equipment manufacturer). Newly formed department will engineer equipment to CAA specifications.

FRANK SHANNON, former engineer of WCAU Philadelphia, has been promoted to lieutenant colonel in AAF. He is stationed in the South Pacific.

ROBERT C. BERNER, former assistant to the president of Emerson Radio & Phonograph Corp., New York, has been elected assistant secretary of the firm.

LT. COL. FREDERIC C. SHIDEL Jr. former NBC Chicago studio engineer, has been awarded the Bronze Star and the Croix de Guerre for meritorious service while assigned in France as staff officer with the Signal Division, Supreme Headquarters, AEF. Col. Shidel assisted in supplying radio and radar equipment for AEF.

LESTER SACKS, engineer with WIBG Philadelphia before the war, has returned to the station. He has been radio operator in the Merchant Marine.

ROBERT HAYWARD of engineering staff of WKY Oklahoma City is father of a boy born Oct. 1.

BILL WERDEN, engineer of WFMJ Youngstown, O., who left in October 1942 to serve in Merchant Marine as radio operator, has returned to the station.

W. R. SLOAT, formerly with CBS New York, has been appointed chief engineer of KPRO Riverside, Cal.

WESTERN ELECTRIC Co., New York, manufacturing and supply unit of the Bell Telephone System, is negotiating a lease for the government-owned Studebaker plant in Chicago to augment manufacturing facilities of company's Hawthorne Works, Chicago. New location will assist W-E speed production of equipment urgently required by Bell System. Manufacturing operations are expected to start this year.

SOME types of special crystals processed by Crystal Research Labs., Hartford, Conn., are described in illustrated catalog prepared by the company. Booklet also shows in pictures the development of a crystal from raw quartz to finished product. Catalog lists following "Crystalab-engineered developments": Supersonic curved, spherical and flat crystals for all uses; minimum drift filter crystals for precise frequencies; 100 kc frequency standard crystals, and 200-500 kc (300 kc) crystals for high output and keying. Crystals for portable use in police and aircraft communication also are shown, available from 1000 to 8500 kc.

MORE "GARMENTS" than most people would want in a tropical wardrobe "clothe" the RCA Victor electronic equipment in this cutaway view of a moisture-proof package prepared for shipment to the tropics. This kind of packaging, coupled with tropicalization treatment of equipment and parts, can give longer life to radio and electronic equipment by protecting it against damage from fungus, corrosion and other effects of hot, humid climates.

HENRY SHIELS, for three years in armed forces, has returned to the engineering staff of WDAY Fargo, N. D.

LT. ED HARRELL, released from the Navy where he taught radar, has returned to WRVA Richmond, Va., as transmitter operator. He had been on active duty since Feb. 27, 1941.

VOICE MODULATOR has been invented by **WALTER GUSTAFSON**, American engineer who specializes in creation of new sound effects. Called a "zombie voice", device reproduces voice of an actor in a weird tremolo and was used for first time Sept. 26 on American "David Harding—Counterspy" program.

ROBERT S. COE has joined engineering staff of WDRC Hartford, Conn.

WILLIAM PETIT, formerly with the radio division of New York police department, has been appointed chief engineer of WMFF Plattsburg, N. Y.

TED HITCHCOCK, veteran of the Marines in the Pacific, has returned to WTHT Hartford, Conn., as engineer.

RESEARCH LABS. of National Union Radio Corp., New York, have developed a new high vacuum ionization gauge capable of recording pressures well below one billionth of an atmosphere, making possible a new accuracy in obtaining uniform high vacuum.

BOB KEITH has rejoined CJCA Edmonton as operator following release from RCAF.

CLINTON PREWITT, with engineering staff of WCAE Pittsburgh before entering the Navy more than a year ago, has returned to the station. He was radar engineer for the Navy.

LEW FRYE is new member of engineering staff of WTOL Toledo, O.

ARTHUR FREED, vice-president of Freed Radio Corp., New York, has accepted chairmanship of Radio & Allied Trades Division of the Joint Defense Appeal of the American Jewish Committee and Anti-Defamation League of B'nai B'rith. **SAMUEL L. BARAF** of United Transformer Co. will serve as vice-chairman.

CITY BUSINESS CLUB of Philadelphia, comprising leaders in business and industry, cited WFIL Philadelphia for "civic initiative and service" at a special luncheon in the Bellevue-Stratford Hotel, Philadelphia, last week.

WHEREAS school children of yesteryear heard only vaguely of their school superintendent, voice of J. R. Overturf, Sacramento, Cal., superintendent, personally welcomed some 20,000 students back to their classes. Arranged by KFBK Sacramento in cooperation with city school system, 15-minute address by Overturf from station studio was amplified in school auditoriums.

ALL TRANSCRIBED!
BRAND NEW!
Blackstone the magician

78 Quarter-Hour Shows

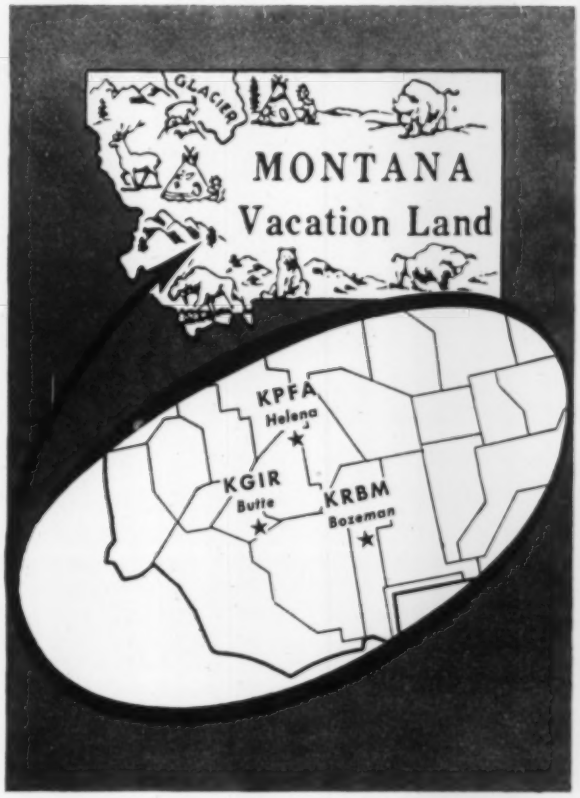
Here's a new transcribed program with "box-office" appeal—a show with a terrific kick that will rate the No. 1 show for Magic, Mystery, Thrills, Human Interest, and SELLING POWER.

BLACKSTONE is the foremost living magician of our time. He has toured every large and small city in the U. S. and Canada. He is featured in Supermagician Magazine —a publication with a readership of half a million. BLACKSTONE THE MAGICIAN offers sponsors and stations opportunities for tie-in promotions with his personal appearances throughout the nation.

Don't Wait! Get Exclusive Rights in Your Locality Now!
Write, Phone, or Wire for audition samples.
$2.50 deposit refundable.

CHARLES MICHELSON, Inc.
Pioneer Program Producers Since 1934
67 West 44th St. • New York 18, N. Y.
MU. 2-3376—5168

NBC Leadership in Western Montana Means Z-BAR



THIS PROSPEROUS AREA IS COVERED BY THE Z-BAR NETWORK

In Montana the buying power is concentrated in the southwest "pay dirt" territory with 30% of the population, 55% of the payroll. Petroleum refining is the leading industry, wheat the leading crop, and mineral output alone averages $60,000,000 annually. KPFA Helena, KGIR Butte, and KRBM Bozeman form the Z-Bar Net, named for a famous Montana cattle brand—and the Z-Bar Net blankets this rich market!

RADIO TIME ON THE Z-BAR NET PAYS OFF

Just one example: The Pay'n Save Super Market in Butte sold over a ton of cheese in a week's time with announcements only! This local firm now grosses over a million dollars annually . . . using radio exclusively. Strong local shows—plus top NBC Western Division programs—plus NBC transcontinentals . . . another "reason why" that again in this section NBC is the network most people listen to most.

WESTERN DIVISION National Broadcasting Company

HOLLYWOOD *Sunset and Vine* ★ **SAN FRANCISCO** *Taylor and O'Farrell*

Station	City
KOB	Albuquerque, New Mexico
KGHL	Billings, Montana
KIDO	Boise, Idaho
KRBM	Bozeman, Montana
KGIR	Butte, Montana
KOA	Denver, Colorado
KTSM	El Paso, Texas
KMJ	Fresno, California
KWJB	Globe, Arizona
KPFA	Helena, Montana
KFI	Los Angeles, California
KMED	Medford, Oregon
KTAR	Phoenix, Arizona
KSEI	Pocatello, Idaho
KGW	Portland, Oregon
KYCA	Prescott, Arizona
KOH	Reno, Nevada
KCRA	Sacramento, California
KGLU	Safford, Arizona
KDYL	Salt Lake City, Utah
KFSD	San Diego, California
KPO	San Francisco, California
KOMO	Seattle, Washington
KHQ	Spokane, Washington
KVOA	Tucson, Arizona
KTFI	Twin Falls, Idaho
KYUM	Yuma, Arizona

A Service of Radio Corporation of America

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

News

FRANK H. COOLEY, released from Army, has been appointed agricultural coordinator of WHAS Louisville, Ky. He has taught vocational agriculture in Kansas high schools and held night classes for adult farmers in addition to working with farm organizations including 4-H clubs, Future Farmers of America and Farm Bureau Federations.

BERNARD PERSON, Dutch newscaster in CBS shortwave department, was chosen for first transatlantic call from Radio Omroep Nederland in Hilversum when Dutch censorship on outgoing calls halted.

DONALD L. FERGUSON, freelance news writer in Rio de Janeiro, has been named by NBC to handle news from that city. **LEO HOCHSTETTER**, head of American press relations in Turkey during the war, has been assigned by NBC to Buenos Aires.

KATHERINE KERRY, former commentator on CBS and NBC, has joined KSFO San Francisco.

AL LAUGHERY, released from the Army, has rejoined news staff of Don Lee Broadcasting System, Hollywood.

HOWARD K. SMITH, CBS correspondent, has sailed to rejoin the network's European staff after several months vacation in this country. He will go to Berlin to relieve **CHARLES COLLINGWOOD**, who will return to America.

MACK SWITZER has taken over the enlarged department of special events and public service of KLZ Denver.

BJORN BJORNSON, NBC correspondent in Europe and Scandinavia, has returned to this country for rest and reassignment.

BILL McCAIN and **JON FARMER**, formerly of WBRC Birmingham, Ala., have joined announcing staff of WAGA Atlanta. McCain, producer and founder of "The Progressive Farmer", program transcribed over a network of southeastern and western stations, has made in 13 years 3,000 man-on-street broadcasts and approximately 24,000 15-minute broadcasts. He will take over "Tello-Test" program on WAGA and do newscasts and special features. Well known as sports commentator and record jockey, Farmer will assist on "Tello-Test" program.

ARTHUR GAETH, Mutual news commentator, will represent the network as correspondent in central and eastern Europe, and will be replaced on his co-op program Monday through Friday 11-11:15 a.m., effective Oct. 15 by **CECIL BROWN**.

JACK W. BOLTER, formerly with Portland Oregonian and Chicago Herald-American, has joined WCCO Minneapolis, as news writer.

HARRY C. KLEMFUSS, general manager of National News-Features Syndicate, New York, Oct. 19 will celebrate the 20th anniversary of what he believes to be the initiation of first consistent nightly news broadcasts in New York, which he started on WMCA New York in 1925.

MERRILL MUELLER, NBC correspondent recently returned from Tokyo, is to marry Edith Nicholson upon her arrival from London. Miss Nicholson was a British agent with the French underground until 1943, when she was smuggled into Spain and subsequently to England.

HANK FISHER, newscaster and announcer of WLW Cincinnati, is to marry Mary Tanner of Effingham, Ill., Oct. 20 in Cincinnati.

DICK WARD, former newspaper reporter, has joined the news staff of CKEY Toronto.

OLD HAND at grid game, Lou Little (seated, left) learns new tricks in NBC television studios as he warms up for first U. S. Rubber Co. telecast on WNBT New York of Friday Night Quarterback. With him, Joe Val (seated, right) World-Telegram sports editor. Standing (l to r), Reynold R. Kraft, NBC television sales manager; C. H. Gilbert, U. S. Rubber adv. mgr., footwear division.

Promotion

JOHNNY SINCLAIR, who left sales staff of WCHS Charleston, W. Va., to join the Navy in December 1941, has returned to that station as promotion manager.

WILLARD D. EGOLF, NAB director of public relations, Oct. 7 won tennis singles and doubles championships of Kenwood Country Club, Washington In singles he defeated the six time holder, Dean Judd, later pairing with him to take the doubles. While commercial manager of KVOO Tulsa, Egolf was city singles and doubles champion and one of Oklahoma's ranking players.

Mr. Egolf

SARA V. LIVERANCE has joined promotion staff of WAGA Atlanta. Formerly with WAIM Anderson, S. C., she also has six years experience in reporting and advertising work with Anderson newspapers.

SCOTT R. CLAWSON, after four years in the Army, has returned to KSL Salt Lake City to work with **R. L. BERGMAN**, sales service supervisor.

SAM ELBER, formerly of AM trade paper and more recently with the Merchant Marine, is new assistant director of promotion and publicity of WIP Philadelphia.

BEE STRAWWAY, merchandising manager of WJZ New York, resigns Oct. 21 to join the merchandising and promotion staff of Life Magazine.

Tom Mix Book

ALBUM of pictures and stories of Tom Mix characters is center of October promotion of Ralston Purina Co., St. Louis, sponsors of "Tom Mix and His Ralston Straight Shooters" on 262 Mutual stations. Titled "Official Tom Mix Photograph Album", book and "Tom Mix" shirt emblem will be sent as a premium, Oct. 19-Nov. 2, for 10 cents and seal from package of Ralston Whole Wheat Cereal or Instant Ralston. Company is sponsoring a contest, Oct. 1-April 1, among promotion managers of stations carrying the program, offering prizes totaling $1,000 in victory bonds for stations having largest premium returns in proportion to population of listening area. Company also provides spot announcements, mats and newspaper releases for promotion and furnishes merchandising departments of stations with window streamers showing Tom Mix cast.

KOME Folder

FOLDER showing types of planned promotion used by KOME Tulsa to boost shows has been prepared by the station as first in series of promotion pieces. Folder shows KOME primary coverage area and carries illustrations of program promotion methods including use of movie trailers, bus cards, book marks, menu plugs, promotional broadcasts, courtesy plugs.

KFI Contest

AS A PUBLIC service enterprise designed to encourage development of youthful artistic talent, KFI Los Angeles in conjunction with Hollywood Bowl Assn., for third consecutive season has started its winter KFI-Young Artists' Competition. Instrumental artists selected from preliminary hearings are featured weekly in "Young Artists" program on KFI. Final winners are given guest solo spots with Hollywood Bowl Symphony orchestra directed by Leopold Stokowski. Scholarship prizes are given for further coaching and study for most promising talents. Age limit is 25 years.

Program Promotion

FOLDER simulating a baseball scorecard promotes Kate Smith and Henry Aldrich programs at "CBS Field" with "Game Time, 8-8:55 p.m. Fridays". Folder includes ads for Postum and Grapenuts, General Foods products advertised on the two programs, and for the other GF network programs, listed as "other big league events".

Mutual Kit

LARGE promotion kit has been issued by Mutual for the network's "Captain Midnight" program, resumed Sept. 24 by The Wander Co., Chicago, for Ovaltine. Kit consists of comic book of the character, plus suggestions to be used in radio announcements, newspapers, dealers, display, and showmanship to promote listener interest in program. Program is on 111 Mutual stations.

Special Edition

GOODYEAR Tire & Rubber Co., New Toronto, Ont., has issued an eight page tabloid special edition of its regular staff publication, Goodyear News, to tell the story of its Tuesday evening Canadian network show "Parade of Song". Promotion for the CBC Dominion network program includes pictures of cast.

KWKW Contest

BEAUTY CONTEST is being conducted by KWKW Pasadena, Cal., in conjunction with RKO Radio Pictures Corp. Contest is open to all girls between 17 and 30 years, with winner to be crowned Miss KWKW. Winner is to receive a Victory bond; visit to RKO studios and luncheon with one of its male stars; voice audition at KWKW; cosmetic kit and numerous other prizes.

Fire Prevention

ORIGINATED and promoted by WOWO Fort Wayne, Ind., advance preparation for local Fire Prevention Week consisted of campaign to clean and remove from homes all combustible materials. City-wide waste paper collection was planned.

Surrender Document

FULL-SIZE duplicates of a replica of the "Instrument of Surrender" signed aboard U.S.S. Missouri in Tokyo Bay are being distributed by Oklahoma Publishing Co. (WKY Oklahoma City).

Service Booth

BOOTH sponsored by WHEB Portsmouth, N. H., at Rochester Fair was devoted to finding jobs for servicemen. Information as given by veterans was presented to prospective employers.

Report Service

IN COOPERATION with American Airlines, WTHT Hartford, Conn., presented periodic reports of World Series games to passengers awaiting departure from local air field.

YOU MAY BE ABLE TO MAKE GOLF'S "GRAND SLAM"* —

BUT—YOU CAN'T DRIVE "OUTSIDE" BROADCASTS INTO WESTERN MICHIGAN!

Much as a sand-trap stops a hard-hit ball, so does the unusual *fading* around Western Michigan kill off "outside" radio waves—even those emanating from super-powered stations in not-distant Detroit and Chicago.

Sad, perhaps (for *you*—though fine for us!)—but there's only one way to reach most listeners in this big market, and that's by using *local stations!*

A perfect CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—offers *complete coverage* of Western Michigan. Costs are entirely reasonable, and listenership very high. Let us give you all the facts—or ask Free & Peters!

* *Bobby Jones did it in 1930 when he won the British Amateur, British Open, American Amateur, American Open.*

WKZO
CBS - FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WIND
CHICAGO
5000 WATTS 560 KC

Tops on the Dial

THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE

UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

BAYARD & ECCLESTON Adv., Los Angeles, has dissolved partnership with **JERE BAYARD**, setting up his own agency under firm name of Jere Bayard & Associates at 609 S. Grand Ave. **J. W. ECCLESTON Jr.** continues at present address but will move his agency to 1060 S. Broadway on Nov. 1. **EUGENE DOHERTY** is radio director of latter agency.

HOWARD F. L. HART, released from the Army, has joined S. Duane Lyon Inc., New York, as account executive. **ROBERT D. KEMPTNER**, also released from the Army, is new copy chief.

CHARLES GANNON, formerly vice-president of Arthur Kudner Inc., New York, has been appointed vice-president and director of public relations for Benton & Bowles, New York.

IRVING WHITNEY LYON, copy chief of Doremus & Co., New York, has been named vice-president in charge of creative planning.

GERTRUDE GENTZEL, assistant time buyer, has been promoted to chief time buyer of McCann-Erickson, New York. **WILLIAM C. DEKKER** remains director of time buying and station relations.

IRVING L. SHAW has formed the Shaw Adv. Agency, Philadelphia, to specialize in radio advertising and promotion. New organization is located at 1420 Walnut St.

LEONARD M. GOLDSMITH, former production manager of Arthur Rosenburg Agency, New York, has joined Strauss Assoc., Philadelphia, which has moved to new quarters. New address of agency is 1701 Fidelity-Philadelphia Trust Bldg.

HERB RINGOLD, who served in the public relations department of War Dept. during the war, has returned to his former post as radio director of Philip Klein Adv., Philadelphia.

MRS. ROY PORTER, wife of NBC Paris correspondent and formerly with Press Assn., has been appointed head of the Paris office being opened by Abbott Kimball Co., New York, agency specializing in fashion accounts.

JOHN E. VODICKA, former owner of his own agency in Miami Beach, Fla., has joined J. M. Hickerson Inc., Miami Beach, as vice-president.

AUSTIN PETERSON, former Hollywood editorial director of Young & Rubicam, upon release from AFRS as major, is to join Ted Bates Inc. as West Coast radio director.

BUD PAGANUCCI has shifted from New York to Hollywood as J. Walter Thompson Co. writer on NBC "Kraft Music Hall".

TRACY CLIFTON, account executive of Robert F. Dennis Inc., Los Angeles agency, is on 30-day leave of absence to join her husband, Col. Pat Patterson, recently returned from ETO.

ROBERT F. DENNIS Inc., Los Angeles agency, has taken additional offices at 219 W. Seventh St.

TED SHERDEMAN, released as lieutenant-colonel from AFRS after 37 months service, has joined Lennen & Mitchell as assistant to **MANN HOLINER**, vice-president in charge of radio. Prior to Army service, Sherdeman was producer of Young & Rubicam on weekly CBS "Silver Theater" program. He recently returned to Hollywood from Pacific.

RAY D. CASEY, former public relations officer in the Army before his release, has rejoined the public relations department of N. W. Ayer & Son, New York. **NORMAN M. BANKART**, discharged from the Navy, also has rejoined the agency and is awaiting assignment at Philadelphia office.

HUGH K. BOICE Jr., for four years commercial manager of WMBD Peoria, Ill., has joined J. P. McKinney & Son, New York, as manager of the radio department. Before his WMBD connection, Boice was with Free & Peters and WNEW New York.

PAUL RADIN, former chief of films for OWI in the Balkans, is returning from Europe to rejoin staff of Buchanan & Co., New York, as account executive.

LT. F. B. RYAN Jr., USNR, has been released from active duty by the Navy and has returned to Ruthrauff & Ryan, New York, resuming post of vice-president and treasurer. Since October 1942 Lt. Ryan has been on leave to serve as commander of an armed guard crew.

JOHN LIVINGSTON, formerly Pacific Coast manager for Spot Sales, has joined the Los Angeles office of Adam J. Young Jr. Inc.

STANLEY S. BRILL, former columnist and publishers representative, has joined Seidel Adv., New York, as account executive and director of research.

F. E. DAVIS, released after four years in the Navy, has returned to National Export Advertising Service, New York, as an account executive.

JOHN FLYNN, formerly with Kenyon Research Corp., an affiliate of Kenyon & Eckhardt, New York, has joined Schacter, Fain & Lent, New York, as director of market research.

JUDSON H. IRISH, formerly with J. Walter Thompson Co., New York, has joined the copy department of Kenyon & Eckhardt, New York.

CHARLES SANDAK has rejoined Douglas D. Simon Adv., New York, as account executive, upon release from AAF.

EDWARD J. MAAS, formerly with J. Walter Thompson Co., New York, has joined the public relations and publicity department of J. M. Mathes Inc., New York.

CHARLES A. POOLER, after two years in the armed forces, has rejoined Benton & Bowles, New York, as vice-president and director of research.

KATHERINE WALTON, formerly head of her own agency in Klamath Falls, Ore., has been named secretary to **FIN HOLLINGER**, general manager of KDB Santa Barbara, Cal.

FRANK BARTON, formerly with N. W Ayer & Son and CBS, has been named manager of the radio department of Benton & Bowles, New York. He will work directly with **WALTER CRAIG**, vice-president in charge of radio.

O'CONNELL, RAGEN & RICHARDSON, new Tacoma, Wash., advertising agency, has established offices in Puget Sound Bldg.

GERTH-PACIFIC Adv., Los Angeles, offices at 412 W. Sixth St., recently were gutted by fire of undetermined origin.

VAN DAVIS, formerly in charge of Los Angeles office of Logan & Arnold, has joined Ivey & Ellington, New York, as director of fashion department. Latter agency also has taken over New York offices and account of Logan & Arnold.

EARLE E. HILDEBRAND, with release from AAF, has been appointed account executive of J. Walter Thompson Co., Los Angeles.

DANA H. JONES, president of Dana Jones Co., Los Angeles agency, has been appointed chairman of recently formed Employment for Service Men Committee of Los Angeles Adv. Club.

K. W. ANDERSON, formerly of West-Marquis, Los Angeles agency, has joined Booker-Cooper, Los Angeles, as account executive.

NEWTON FREE, former account executive of Evers-Whyte Adv., Los Angeles, has established his own agency at 510 S. Spring St.

ARTHUR TIBBALS has been appointed copy chief of Arthur W. Stowe Adv., Los Angeles agency.

NELSON NEWMARK has been appointed art director of Beaumont & Hohman, Los Angeles.

GENE NORMAN, announcer on production staff of Lockwood-Shackelford Adv., Los Angeles, and Doreen Shapiro have announced their engagement.

J. GAY STEVENS, service director, has been made Los Angeles resident manager of Garfield & Guild Adv., succeeding **TED DAHL**, recently resigned to join Charles H. Mayne Co. as account executive. **ELIZABETH LIGHTBOURNE** has joined Garfield & Guild as production manager and research director.

McNEILL & McCLEERY Adv. has moved to larger quarters in Pershing Square Bldg., 448 South Hill St., Los Angeles. Telephone is Michigan 7496.

ALLEN WILSON, formerly of West-Holliday Co., publishers representative, has been appointed general production manager of Barnes Chase Co., San Diego, Cal., agency. **JACK SPENCER**, formerly of Advertising Counselors, Phoenix, has been appointed to similar post in agency's Los Angeles office. **EARL SHAW**, former production manager in latter office, has been transferred to San Diego as assistant to Mr. Wilson.

WILLIAM V. SHAFTNER, for four years with FBI and prior to that engaged in radio, publications and Chamber of Commerce activities, has joined Gerth-Pacific Adv., San Francisco, as account executive.

CHARLES AMORY, former captain with AAF in the South Pacific and previously with Lennen & Mitchell, has joined the new business department of Buchanan & Co., New York.

LT. SAM FULLER, former producer of Young & Rubicam, New York, and now in the Navy, has been made chief of program section, AFRS, Los Angeles.

J. W. THAIN, vice-president and treasurer of McKim Adv., Toronto head-office, has been appointed secretary-treasurer of the agency on the retirement of **J. B. STEPHENS**, with the agency 29 years.

ALLIED ARTS

HOMER GRIFFITH Radio Productions, division of Homer Griffith Co., Hollywood station representative, with end of war has been re-established under direction of **IRENE GRIFFITH**. Unit is specializing in live packaged shows as well as custom built programs.

EDGAR G. HERRMANN, associated with Zenith Radio Corp., Chicago, for 10 years as assistant vice-president in charge of advertising, has joined Emerson Radio & Phonograph Corp., New York, as sales manager.

ALFRED ZEMLO, former WAIT Chicago studio control engineer, is now with Perfection Transcriptions, Chicago.

WILLIAM C. BREARLEY, formerly of the New Jersey Adv. Council, has joined the sales staff of WOR recording studio as an account executive.

ALBERT R. PERKINS, radio and film director for Look Magazine, is conducting a course in radio writing for beginners at NYU on Thursday evenings.

LT. GEORGE B. MacGLENNON, former advertising manager of Muzak Corp., New York, was released from the AAF Oct. 3 after three years service.

LEAR Inc., Piqua, O., has appointed Hunt-Marquardt, Boston, as distributor for Lear home radios and wire recorders.

LT. PIERRE WEIS, former sales representative for Lang-Worth Feature Programs, is on terminal leave and is understood to be planning to return to radio.

GRETL URBAN, vice-president of Associated Music Publishers, New York, has been elected a director of the firm.

C. J. STEVENS, with procurement division of Crosley Corp., Cincinnati, has been promoted to regional manager in the sales department of the Crosley manufacturing division. Territory includes central and southern Illinois, Missouri, Kansas, Oklahoma, Iowa, Nebraska, Colorado and part of Wyoming.

EDWARD W. SNOWDON, released from the Army after $3\frac{1}{2}$ years of service, resumes his duties with Charles L. Wagner, concert and opera management firm, to handle radio bookings, publicity and advertising.

SCREEN PUBLICISTS GUILD will begin organizing the radio industry press relations department in Hollywood as soon as film studios strike is ended. Under plan set up by SPG, every radio show will be compelled to carry its own unit man, operating similar to publicity assignments at the film studios. Union has been contacting various publicity men and women for some weeks with most of them agreeable to joining SPG.

CRAIG DENNIS Radio Productions, Chicago, has purchased exclusive rights to "Stay Tuned To Terror" from Johnny Neblett Productions, Chicago. Craig Dennis has announced 39 episodes of the show, written by Robert Bloch, are ready for distribution.

JOSEPH G. DEVICO, released from U. S. Naval Reserve, has been appointed advertising manager of Garod Electronics Corp., New York.

You pack 'em in!

• "Standing room only" was the enthusiastic way New York's theatre audience responded to your special one night appearance in "Laffing Room Only." But there's nothing particularly astounding about that. For day after day—260 days a year—you pack in a radio audience that numbers thousands and thousands.

It's your warmth . . . your vitality . . . your apt comments on current events . . . the way you bring out the naturalness in your famous radio guests that makes such multitudes dial 660 . . . at 1 p.m., ET, Monday through Friday, every week of the year!

There's the power that jam-packs your studio . . . draws truck loads of fan letters a year . . . is all but cause for the riot squad whenever you mention a product!

There's the alertness that gave you the biggest "scoop" of the San Francisco Conference, the first radar demonstration on the air, and sent you, the first woman columnist, to broadcast from post-war Europe.

Eight thousand broadcasts over a period of eleven triumphant years *prove* your success is no accident!

All of which goes to show what a bang-up job can be done . . . with a prodigious program like yours . . . on a top-notch station like ours!

NBC's Key Station · New York

WEAF

50,000 watts · 660 kc.

Represented by NBC SPOT SALES

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

Add 1,500,000 WINTER VISITORS

TO THIS ALREADY, GREAT YEAR 'ROUND MARKET

. . . and that, Mister, is something!

WIOD covers this rich and responsive market as completely as Miami's magic sun.

• Every indication points to an all time record 1945-46 season in the Miami area.

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGate, Gen. Manager

5,000 WATTS • 610 KC • NBC

PRODUCTION

CHARLES C. BEVIS Jr., released from the Navy and formerly of the night program department of NBC, has been appointed executive assistant to **JOHN F. ROYAL**, NBC vice-president in charge of television. Others returned from the services include **J. HARRISON HARTLEY**, out of Navy, now director of special features for television, and **NORAN E. (Nick) KERSTA**, manager of department. Latter was with Marine Corps.

ARNOLD HARTLEY, WOV New York program director, is father of a girl.

BERT FRANK, released from armed service, and **VERNE LOUDEN** have joined KDYL Salt Lake City announcing staff. Frank formerly was with WDAN Danville, Ill., WJJD Chicago, and KFOR Lincoln, Neb. Louden was with KIDO Boise, Ida., and previously with KYA San Francisco.

CHARLES ROBERTS has been promoted to supervisor of announcers and production at KLZ Denver with departure of **PETE SMYTHE**, who left radio to become a dude rancher.

RICHARD HUBBELL, television consultant and production manager, broadcasting division, Crosley Corp., Cincinnati, was to serve as chairman of the opening session of Television Institute Oct. 14, at Hotel Commodore, New York City. He also was to speak on "Radio vs. Television Programming". Hubbell is author of "Television Programming and Production" and "4000 Years of Television".

CAROL McCONAHA, farm home director of WLW Cincinnati for 2½ years, has resigned. She was married Oct. 6 to Lt. Joel D. Rhodes, USNR, at Centerville, Ind.

LT. ROY P. ROGERS, former announcer of WJLB Detroit and WCAR Pontiac, has been discharged from the First Army under the point system and is to return to radio announcing in Detroit.

DON GILLIS, production director of NBC "General Motors Symphony of the Air", has composed "Symphony No. 5", describing wartime America. Symphony had its premiere on program Oct. 14 with performance by Dr. Frank Black and NBC symphony orchestra.

ADELAIDE HAWLEY, WEAF New York women's commentator, has been chosen "Woman of the Year" by the Wilson Club of women employes of the General Electric Co., Bridgeport, Conn., in recognition of work she has done in radio and on the screen.

GEORGE (Chuck) OLDEN, cartoonist has joined the art staff of CBS television station WCBW New York. He produces descriptive animated cartoons used on station's news programs, as well as graphs, posters, charts, and maps frequently used on WCBW shows.

WILLIAM CHAMBERS, formerly with NBC, is new program director and production manager of WMFF Plattsburg, N. Y. **BETTY SMITH**, former program director for WMFF, shifts to head of continuity and editor of women's features.

RAYMOND DIETRICH, former part-time operator with KDB Santa Barbara, Cal., is now fulltime announcer with station

DR. FRANK BLACK, NBC general music director and conductor of "General Motors Symphony of the Air", has completed the score of his first musical comedy, "The Duchess Misbehaves". Play is scheduled for Broadway late this year.

NEIL MORRISON, director of talks and publications for CBC Toronto, has returned from two-month trip to Great Britain and European countries where Canadian troops are stationed. He went overseas for the rehabilitation information committee of the Canadian Wartime Information Board.

DICK HALHED, chief announcer of CBR Vancouver, has been moved to the production staff of CBC Winnipeg to direct various CBC network programs.

ORVILLE FOSTER, program director of WIND Chicago, has been granted a leave of absence because of poor health. **BROOKS CONNELLY**, recently discharged from the Navy, has returned to his post as assistant program director, a position he held for seven years. Connelly will supervise night operations.

JOHN FLORA, night staff announcer; **WILLIAM REILLY**, assistant in production department, and **AL TRILLING** of music clearance and record department of WNEW New York have returned to the station following release from armed services.

RETURNED FROM ABROAD, three former announcers of WCAU Philadelphia were interviewed by Powers Gouraud (above), "Night Owl." Interviewees, Capt. Walter Shelden, Capt. John Franklin, Lt. George Thomas in the usual order.

NORMAN CORWIN, CBS producer-writer, has written "'Untitled, And Other Radio Plays", new book to be published after the first of the year by Harry Holt & Co.

FRANK BUTLER, released from the Army, has rejoined announcing staff of WCCO Minneapolis.

LYNN WILLIAMS has returned to announcing staff of WWL New Orleans after three years in AAF. Formerly he was with KFRO Longview, Tex., KELD Eldorado, Tex., and KWKH Shreveport, La. In service he participated in several camp radio shows.

ALLEN R. MENEFEE, formerly with KGFW Kearney, Neb., and KHAS Hastings, Neb., is now continuity writer and announcer of KVAK Atchison, Kans.

OLIVER THORNBURG, formerly of WAGA Atlanta and WLW Cincinnati, has been named program director of WMFJ Daytona Beach, Fla. He succeeds **CRYSTEL PALMER**, now in charge of station promotion. **JACK ROBBINS**, European war veteran, is assistant to Mr. Thornburg.

PERSTON L. TAPLIN, announcer and "Yawn Patrol" personality, has rejoined WHCU Ithaca, N. Y., after 3½ years in the Army. He managed a string of GI shows across England, Normandy, Belgium, Luxembourg and Germany and also was radio correspondent.

TIM O'SULLIVAN, discharged from military service Oct. 8 after three years as flight navigator, is back with announcing staff of WGL Fort Wayne, Ind. Fourth veteran to join WGL, he

(Continued on page 66)

heard in hawaii

the best in radio.....over KGU!

Jack Benny
Chesterfield Supper Club
Bob Hope
Hildegarde's Raleigh Room
Charlie McCarthy
RCA Presents Tommy Dorsey
Hour of Charm
Dr. I.Q.
Voice of Firestone
NBC Symphony
Westinghouse Program
World Parade
Johnny Presents
College of Musical Knowledge
Kraft Music Hall
Abbott & Costello
Burns & Allen

Dinah Shore
Amos & Andy
Can You Top This
Judy Canova
National Barn Dance
Metropolitan Opera
Green Hornet
Fred Waring
Andrews Sisters
Lum & Abner
Spotlight Bands
Danny Kaye
Ma Perkins
Great Gildersleeve
Hymns of All Churches
Breakfast in Hollywood
Album of Familiar Music

Life Can Be Beautiful
Perry Mason
Fibber McGee & Molly
Man Called X
World's Most Honored Music
Mystery Theater
The Shadow
Vox Pop
Sunday Symphony Hour
Bob Burns
Dunninger
Sammy Kaye
Waltz Time
Eddie Cantor
One Man's Family
Great Moments in Music

In 23 years of continuous broadcasting service, KGU has brought the best programs and the biggest names in radio to the people of Hawaii. For continued public service and the very best in radio programming, Hawaii looks to KGU!

NBC IN THE PACIFIC SINCE 1931

Honolulu Hawaii

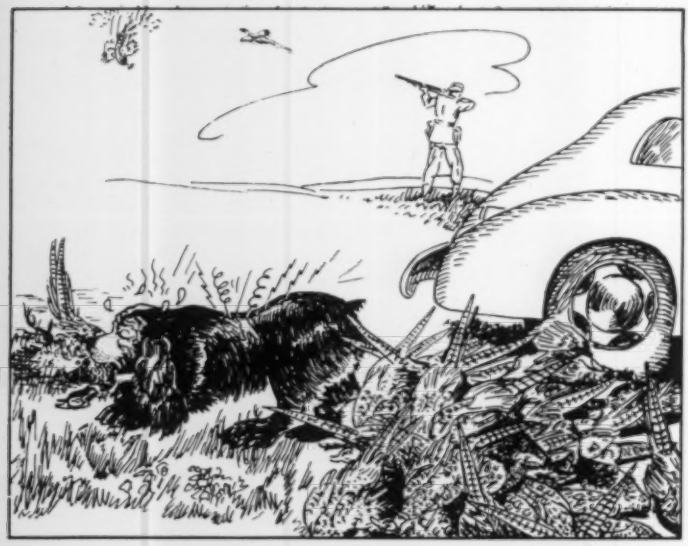
KGU

760 KC
2500 W
Clear Channel

NBC

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.

Careful Aim is as Necessary in Successful Advertising as it is in the Field



KSOO SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

How to Test Your Purchase of Radio Time-

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market.

The Richmond market is permanent and stable with industrial plants that work steadily, peacetime or wartime. Richmond enjoyed the greatest industrial growth of any large American city of similiar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company

WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

PRODUCTION

(*Continued from page 64*)

entered radio at WLBC Muncie, Ind., in 1939 and moved to WGL in 1941. In 32 missions from England with Eighth Air Force, he won DFC, Air Medal with three Oak Leaf Clusters, Presidential Unit Citation, and two battle stars for ETO ribbon. He has been special service officer and radio director at Ellington Field, Houston, in charge of all radio programs originating there.

HAROLD FITZGERALD has been appointed production director of WKZO Kalamazoo, Mich.

BERT SONIS, former program director of WSAZ Huntington, W. Va., has taken a similar position with WCHS Charleston, W. Va., replacing **JOE HERGET**, now advertising manager of West Virginia Review. **DICK LANE** has left WCHS to become assistant program director of WSAZ.

ELEANOR BALZ, manager of the motion picture department of DuMont television station WABD New York, spoke at a meeting of the Business and Professional Women's Club of Bronxville, New York, Oct. 9, on opportunities for women in television.

FRANK WALDECKER, WOR New York announcer, is father of a girl.

ROSALIE ALLEN, hill-billy disc jockey at WOV New York, has completed a series of six film "soundies" to be distributed to movie juke boxes over the country.

CHARLES CALVERT, formerly of Blackett, Sample & Hummert, Chicago and NBC, that city, has joined KMPC Hollywood as producer.

LEWIS M. COOK, former announcer of KFI Los Angeles, has shifted to KECA Hollywood replacing **JOHNNY FORREST**, resigned.

DOROTHY DIETZ has been made production assistant to **DICK MACK** on the weekly CBS "Joan Davis Show".

TRUE BOARDMAN, released from AFRS as lieutenant-colonel, is to return to radio writing.

WALTER GERING, writer-producer of KECA Hollywood, is father of a boy born Oct. 5.

RALPH BURGE, formerly of WJBO Baton Rouge, La., and **N. R. (Tiny) MARTIN**, of WCHV Charlottesville, Va., have been added to announcing staff of WHBQ Memphis.

GASTON G. DUNHAMEL, announcer of WHBQ Memphis, is father of twin boys.

DOROTHY KELLEY, continuity writer of WHEB Portsmouth, N. H., is to be married to Eugene Merrill, released from the Army.

JAMES B. DUNBAR, manager of Dover remote studios of WHEB Portsmouth, N. H., is father of a girl.

JACK LLOYD, former announcer and sportscaster of WTHT Hartford, Conn., has returned to the station after three years with AAF as glider pilot in Ninth Carrier Command in ETO.

LEW KENT, former production manager of WMAZ Macon, Ga., is new member of announcing staff of WCKY Cincinnati.

PAUL DAUGHERTY, formerly with WCKY Cincinnati, has been added to announcing staff of WAGA Atlanta.

FELIX GRANT, formerly with McCann-Erickson, New York, released from the Coast Guard, has been named announcer at WWDC Washington.

BILL BURNETTE, formerly with WIS Columbia, S. C., is new program director of WFIG Sumter, S. C.

RUTH CHIAPPA, former continuity writer with WHKC Columbus, O., has been added to continuity staff of WPAY Portsmouth, O. **CARL (Bud) SUNKEL**, from WHIZ Zanesville, O., and **GILBERT BROOKS** are new announcers with WPAY.

COMDR. WILLIAM STRANGE, Royal Canadian Navy, has been appointed director of naval public relations, succeeding **H. C. HOWARD**, who has returned to civilian life at Montreal. Comdr. Strange is former producer.

W. S. WOODFIELD has been promoted to assistant program director of CKRC Winnipeg.

DRESSER DAHLSTEAD, formerly western division chief announcer of American, with release from the Army after two years, resumes those network duties Oct. 15. **VIC PERRIN**, who has held post during his absence, will freelance.

RETURNED veteran and former announcer of WSYR Syracuse, Lt. Bernard (Bud) Stapleton, reported first U. S. soldier to raise American flag over Tokyo [BROADCASTING, Sept. 17], tells his mother and WSYR listeners the story of his war experiences on first day back. He will retaurn to station staff upon expected discharge.

KNOX MANNING, CBS Hollywood newscaster, has been signed by Warner Bros. Pictures Inc. to do narration on "Ghost of Berchtesgaden", a short subject dealing with Nazism in America.

FRANCES McGUIRE is to take over the eight women's programs of WIP Philadelphia. She replaces **JOYCE O'NEILL**.

WALT MAGUIRE, released from the Army, has returned to his former post as program director of WCAM Camden, N. J.

THOMAS RODGERS, formerly of KQV Pittsburgh, and **DOUGLAS BROWN**, of WAIR Winston-Salem, N. C., have been added to the announcing staff of KYW Philadelphia.

LT. JIM ALEXY, former staff member of the Philadelphia Evening Ledger and now out of the Army, has joined the announcing staff of WHAT Philadelphia.

KAY CONLIN, traffic manager of WPEN Philadelphia, has announced her engagement to Lt. Jack Dougherty.

RHONA LLOYD, woman commentator of WCAU Philadelphia, leaves for Europe this week for on-the-spot broadcasts.

HELEN MARY KNOX, former continuity department member of WBBM Chicago, has joined KPHO Phoenix as women's commentator.

HOLLY PEARCE resumes his position as studio supervisor at WBBM Chicago after nearly two years in the Army. He served with OSS in CBI.

CHARLES IRVING, American "Curtain Time" program and quizmaster of "Coronet Quick Quiz", has moved to New York. **VINCENT PELLETIER** replaces him on "Curtain Time". Latter show has been cancelled because of new time on Boston Symphony.

Guild Discussions

FOLLOWING meeting of the Radio Directors Guild and four major networks Oct. 9 before the New York State Mediation Board, the guild appointed a negotiating committee which held individual discussions with networks during the week. Committee members are Tony Leader, Bob Shayon, Ed Byron. Guild and networks are scheduled to reappear before mediation board sometime early this week.

Distributors Meet

WESTERN distributors of the Farnsworth Television & Radio Corp. convened Oct. 1 at the Fairmont Hotel, San Francisco, to view firm's first postwar line of domestic receivers and phonograph-radio combinations. E. H. McCarthy, Farnsworth sales manager, directed the meeting.

FOLDER for WMCA New York "New World A-Coming" program has been issued to stations to promote program for sale in transcription form.

Our exclusive national representatives:
LEWIS H. AVERY, INC.
333 N. Michigan Avenue
Chicago 1
ANDover 4710
565 Fifth Avenue
New York City 17
PLaza 3-2622
WJJD
Chicago
WSAI
Cincinnati
The Marshall Field Stations

Network Accounts

New Business

KNOX Co., Hollywood (Mendaco), started Sponsorship Oct. 14 of Murder Is My Hobby, Sunday 4-4:30 p.m. on full Mutual network. Agency: Raymond Morgan Co., Hollywood.

SIGNAL OIL Co., Los Angeles, Oct. 1 started for 52 weeks, Fun & Mirth with Eddie Marr on 14 American Pacific stations, Mon. thru Fri. 2:25-2:30 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

BOURJOIS Inc., New York (Evening in Paris perfume and cosmetics), Oct. 11 started for 52 weeks Powder Box Theater on 140 CBS stations, Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

SWEETS Corp., Hoboken, N. J. (Tootsie Roll), Oct. 6 started Dick Tracy, Sat., 7:30-8 p.m., on 58 American stations for 52 weeks. Agency: Ivey & Ellington, N. Y.

CLUB ALUMINUM PRODUCTS Co., Chicago (kitchen cook-ware and household cleaning products), Oct. 20 starts Club Time on 22 American stations, Sat. 10:15-10:30 a.m. Agency: Trade Development Corp., Chicago.

IMPERIAL OIL Ltd., Toronto (gasoline), Oct. 27 starts Imperial Oil Hockey Broadcasts on 32 CBC Trans-Canada and 8 CBC French network stations, Sat. 9:05-10:30 p.m. Agency: MacLaren Adv., Toronto.

ROBIN HOOD FLOUR MILLS, Montreal (cereals), Oct. 4 started Les Talents de Chez Nous on 8 CBC French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere products), Oct. 6 started House Party on 27 CBC Trans-Canada stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

Renewals

HALL Bros., Kansas City (Hallmark greeting cards), Oct. 14 renewed for 52 weeks Charlotte Greenwood on full American network, Sun. 5:30-6 p.m. Agency: Foote, Cone & Belding, Chicago.

JOHN H. BECK Inc., Springfield, Mass. (hair preparations), Oct. 31 renews for 13 weeks Beautiful Music on 11 New England American stations, Wed. 4:15-4:45 p.m. Agency: Charles H. Sheldon Co., Springfield, Mass.

LEVER BROS., Cambridge, Mass. (Lifebuoy), Oct. 4 renewed for 52 weeks Bob Burns on 78 NBC stations, Thurs. 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), Oct. 4 renewed for 52 weeks Abbott & Costello on 139 NBC stations, Thurs. 10-10:30 p.m. Agency: William Esty & Co., N. Y.

WILLIAMSON CANDY Co., Chicago (O Henry candy bars), Nov. 9 renews for 52 weeks Famous Jury Trials on 125 American stations, Fri. 9-9:30 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

GULF OIL Corp., Pittsburgh, Nov. 4 renews We the People Sunday 10:30-11 p.m. on 104 CBS stations. Agency: Young & Rubicam, N. Y.

INTERNATIONAL SILVER of Canada, Hamilton, Ont., (silverware) Jan. 6 renews Ozzie & Harriett to March 31, 1946, on 24 CBC Trans-Canada stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, Toronto.

LEHN & FINK PRODUCTS Corp., New York (Hinds Honey and Almond Cream hand lotion), Oct. 8 renewed for 52 weeks B'ind Date on 175 American stations Fri. 8-8:30 p.m. Agency: William Esty & Co., New York.

LEWIS-HOWE Co., St. Louis (Tums), Oct. 16 renews for 52 weeks Date With Judy on 137 NBC stations Tues. 8:30-9 p.m. Agency: Roche-Williams & Cleary, Chicago.

Net Changes

GUITTARD CHOCOLATE Co., San Francisco (sweet ground chocolate), shifts That's A Good Idea on CBS Pacific stations from Sat. 9:30-9:45 p.m. (PST) to Sat. 6:30-6:45 p.m. Agency: Garfield & Guild Adv., San Francisco.

MARS Inc., Chicago (Mars candy bars), Oct. 11 shifted Curtain Time on American from Wed. 9-9:30 p.m. to Thurs. 10-10:30 p.m. Agency: Grant Adv., Chicago.

SINCLAIR REFINING Co., New York (petroleum products), Oct. 15 shifts Frank Singiser, news commentator, from Tues.-Thurs.-Sat., 8-8:15 p.m. to Mon.-Wed.-Fri., 7:30-7:45 p.m. on 175 Mutual stations. Agency: Hixon-O'Donnell, N. Y.

JACKSONVILLE, **WPDQ** FLORIDA

presents

"The New Jacksonville Story— From 8 To 8"

Based on the Summer, 1945, Hooper Audience Survey

TIME	WPDQ	Station A	Station B	Station C
MORNING (8 - noon)	39.8	12.7	34.3	13.1
AFTERNOON (noon - 6 p.m.	23.0	18.0	39.4	19.5
EARLY EVENING (6 - 8 p.m.)	22.8	20.4	41.5	15.3

DOING AN OUTSTANDING JOB FOR LISTENERS AND ADVERTISERS IN FLORIDA'S GREATEST CITY!

Your nearest Hollingbery man knows the full story

JACKSONVILLE BROADCASTING CORP.
ROBERT R. FEAGIN, GENERAL MANAGER

WOR Salutes WQXR

WOR New York Oct. 6 saluted WQXR New York with a half-hour program to express public appreciation of the spirit of friendship and cooperation shown by WQXR during the recent elevator strike in New York. WQXR made arrangements for WOR, whose 24th floor headquarters were not easily approached, to use WQXR's facilities for the presentation of news broadcasts. Leon Barzin, orchestral director of WQXR, directed the WOR orchestra in the special program of musical tribute.

Y. & R. in Mexico

YOUNG & RUBICAM has established a subsidiary in Mexico called Young & Rubicam, Mexico, S. A. for the primary purpose of serving clients who are interested in the Mexican market. Office will be managed by William F. Geeslin, formerly in New York. Assisting him will be Edgar Huymans, well known in Mexican business and advertising circles. Mr. Huymans will also be assistant treasurer and secretary of the Mexican company.

Programs

Concert Series

NEW SERIES of programs discussing forthcoming concerts of New York Symphony are sponsored on WQXR New York by City Center of Music and Drama, New York. Broadcasts started Sept. 29 and Oct. 6, and will be aired on alternate Saturdays, 5:45-6 p.m. through March 1946.

School Quiz

WITH entire program written and performed by school children of the 4th, 5th and 6th grades, "Chicago Times-WLS Radio Quiz Down" started on the Chicago station Oct. 13 as Saturday morning half-hour series. Originating from the Stevens Hotel, program has as m.c. Harv Fischman, member of the Quiz Kids. Questions are confined to subjects studied in those grades.

Submarine Salute

NEW quarter-hour program, "Submarine Salute", is carried on WWL New Orleans, Tuesday and Thursday 1 p.m. Sponsored by local Friedberg's Clothing Store, "Salute" on initial broadcast honored Capt. Joseph Willingham, commander of submarine fleet now in Gulf area.

Safety Series

DRAWING material from files of Los Angeles Police Dept., weekly quarter-hour "Design for Death", has been started on KECA Hollywood. Presented in cooperation with education unit of police department traffic division, safety series is written and produced by Bill Holmes. Sgt. Frank Crewe is narrator.

School Schedules

TEN NEW YORK Board of Education series will start on WNYC New York during the week of Oct. 14 on subjects ranging from folk stories of the world to news discussion programs by elementary school pupils. Broadcasts will be made twice daily, Monday through Friday, originating in Brooklyn Technical High School studios.

Dance Series

SERIES of dance programs, "Choreotones", is presented on CBS television station WCBW New York as monthly quarter-hour feature. Centering on modern dance, shows are accompanied by narration and recorded music.

WJNO Mailbag

MONDAY through Friday 45-minute-program started by WJNO West Palm Beach, Fla., for women audience is "Dave Webster's Morning Mail Bag".

WTIC-FM Plans

A NEW 1,000-watt REL power freqency converter has been ordered by WTIC Hartford, Conn., and will make WTIC-FM one of the first stations to operate on the new FM frequencies assigned by FCC, according to WTIC General Manager Paul W. Morency. Station plans to operate FM on temporary assignment of 96.5 mc beginning Jan. 1 and switch to permanently assigned frequency of 93.5 mc late in the spring. In the interim, WTIC-FM will also maintain program service on its old assigned FM frequency of 45.3 mc.

Hooper to Speak

C. E. HOOPER, president, C. E. Hooper Inc., will answer the question: "What Is the Pattern of Postwar Radio Audience Measurement?" Oct. 18 at the season's opening radio luncheon meeting of the American Marketing Assn. at Sheraton Hotel, New York. Lawrence Hubbard, research director, Duane Jones Co., chairman of the radio group, will preside.

Gotta Be
WLAV
In Grand Rapids
According to a survey of 16,493 Basic Calls to 5,143 listening homes - conducted by
ROBERT S. CONLAN & ASSOCIATES
Here are some of the interesting facts in regard to competitive programs
WLAV wins every hour daily 8:00 AM through 1:00 PM with an exception of 11:00 - 12:00 noon Saturday and 12:00 - 1:00 PM on Tuesday
MAY 1945
(AUDIENCE DOMINATION BY HOURS)
Of the 100 hours surveyed:
STATION – WLAV dominates 49 hours
STATION – B dominates 46 hours
STATION – C dominates 4 hours
STATION – D dominates 1 hour
All of which adds up to more listeners, more economically in the Grand Rapids area. A fact which means increased selling power for WLAV advertisers on a results-per-dollar basis.
1340 On Your Dial
AFFILIATED WITH
AMERICAN BROADCASTING CO.
WLAV
"The friendly neighbor station"
TELEPHONE 65461
6 FOUNTAIN ST N E
GRAND RAPIDS, MICHIGAN

WLAW

Advertisers, WLAW is your best buy in Industrial New ENGLAND! WLAW's 5000 watt power serves New England's 3rd Largest Concentrated Audience—1,902,591 daytime listeners in 181 cities and towns.

5000 WATTS 680 Kc.

WLAW, LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:

WEED & CO.

ON THE SERVICE FRONT

Need for Morale Boost Greater With Occupation, Says AFRS

WHAT WILL happen to the most widespread "network" in the world —the Armed Forces Radio Service —now that the war is over?

When will the equipment and dozens of transmitters ranging from 25 w to 10,000 w be made available for sale to commercial broadcasters? And how is AFRS to continue with great numbers of its personnel donning civvies?

The questions can be answered in one sentence, says AFRS. The need for morale boosters is even greater with occupation forces than with fighting troops. The war isn't over for hundreds of thousands of GI's until every base is closed down.

There are now 161 AFRS stations in operation, throughout the Pacific islands, Japan, China, Burma, India, and in Italy and Europe, where AFRS is known as American Forces Network. In addition there are 47 government and/or commercial stations subscribing to the service and 110 hospital outlets. In Japan and Germany, AFRS is expanding, rather than decreasing facilities.

Latest available reports show but five stations closed down. The equipment will be released and turned over to the Army-Navy Surplus Property Disposal Board. These are probably 250 w to 1,000 w stations that were operating in the Persian Gulf Command, Burma and China.

Difficulty in getting them on the "market" through Surplus Property is mainly shipping. All transport facilities are in use to bring men home. Equipment comes second. It will doubtless be eight or ten months before the transmitters and control equipment are offered to the pub-

(*Continued on page 72*)

CAPTURE OF WARSAW BUTCHER

AS SOON as correspondents were allowed to carry side arms for their protection in Japan, two of them went out and captured a war criminal. Correspondents were Clark Lee, INS, and Robert Brumby, Mutual. Criminal was Joseph Albert Meissinger, a Nazi, reputed to have been heavily armed. He had boasted several times that he would shoot five Americans and then kill himself rather than be taken alive. He was in a hotel near Mt. Fujiyama when the two newsmen entered, recognized him and took him prisoner. Dramatic capture was caught by newsreel cameraman also on the spot, conveniently enough.

Lee and Brumby draw their guns.

Meissinger signs informal surrender to Brumby (l) and Lee.

The Nazi resigns himself to the correspondents' custody.

SHREVEPORT, LOUISIANA STACKS UP!

among the 12 cities of 115,000 to 125,000 population

12TH IN POPULATION...

- 4th in Buying Income (thousands of dollars)
- 1st in Drug Sales
- 4th in Lumber, Building, Hardware Sales
- 9th in General Merchandise Sales
- 4th in Per Capita Income

THE SELLING POWER IN THE BUYING MARKET

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

For the Record . . .

CFRB SUPPLIES THE NEWS OF THE MOMENT, AT THE RIGHT MOMENT

Throughout the six years of war, this station stuck to its policy of being first with the news whenever possible, but never at the expense of authenticity. Authoritative newscasts were broadcast daily at regular intervals, carefully timed to suit the greatest number of people. And our capable staff of newscasters and commentators stood ready, during the history-making last days, to interrupt any programme, whenever a flash of vital importance came through. But this was done only when the item warranted such an extreme measure and every precaution was taken to ensure against the possibility of error.

FALSE REPORTS HAVE NO PLACE ON CFRB. We recognize the danger of haste in handling news . . . especially transcendant news at the time of world-shaking conflict. There is nothing more dangerous to a war-anxious world than a hair-trigger, scoop-conscious broadcaster. Knowing his company is averse to any public exploitation of mere speed is the best guarantee any newsman can have that integrity comes first. And CFRB would rather lose an hour of time than an ounce of integrity in handling news. Let us repeat our credo: CFRB wants to be first with the news whenever it can and as often as it can but CFRB would rather be last, or never broadcast certain material at all, than to rush on the air with news that should not have been put out.

How well this policy has served our listeners will be remembered from the furor of false talk of peace with Japan, when there was no such furor over the CFRB microphones. We pledge, in peace as in war, CFRB will never let the sweep-second hand of a stop watch outweigh our grave responsibility to be accurate, first or last . . . *but all the time!*

CFRB

860 KC TORONTO
10,000 WATTS OF SELLING POWER

First for INFORMATION! **First for ENTERTAINMENT!** **First for INSPIRATION!**

When it's important to reach listeners

Local advertisers use . . .

Fulton Lewis, jr.

. . . because Fulton Lewis, jr., not only **reports** the news, but often **makes** it! That's why he reaches a vast audience and is the most widely sponsored "cooperative" on the air—with 181 stations sold. He can do a selling job for you, too! Availabilities are going fast—act now! Originating from WOL, Washington, D. C. Write, Phone or Wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

Service Front

(*Continued from page 70*)

lic. Even then, equipment may not be in top shape because of the tropical conditions under which many of them were operating.

It will be a tough road ahead for AFRS with so many of its men who have served long overseas, many with combat records, being discharged. But the service will continue, with replacements by low point men of the Army, Navy, Marine Corps and Coast Guard, all of which take part in the operations.

* * *

New Radio Device

WRAPS have been lifted from a new radio device which kept step with fast moving Allied armor in Europe. It is said to hold great possibilities for solving a lot of communication problems in a peacetime world.

In the San Francisco Presidio the Army Signal Corps is conducting exhaustive tests of four types of the equipment, a sort of radio octopus which can send and receive as many as eight voice signals or 96 telegraphic circuits simultaneously, and can detach one voice channel to take care of six teletypes at once.

Over its complicated mechanism it is possible to send and receive telephoto, television and teletype signals as well as ordinary voice. Its weight is around 300 pounds. Technically, it provides two-way communication impossible with older type of radio and telephonic equipment. It sends and receives a strong clear signal, and operates on a relay system that has reached as far as 175 miles in tests.

* * *

Newscaster McMahon

A FAVORITE newscaster of servicemen in ETO is a Navy man, S 3/c Charles A. McMahon, a radio veteran of 14 years in radio. His broadcasts are carried daily on American Forces Network stations throughout England and ETO. He has been program director on the *Esso Reporter* with WCSC Charleston, S. C., newscaster with WCPO Cincinnati, KNOX Knoxville, WSPA Spartanburg, S. C., and news manager of WELI New Haven.

* * *

Maj. Sherman Returns

MAJ. JOHN M. SHERMAN, technical director and chief engineer of WTCN Minneapolis, on leave, has been released from the Army where he served with headquarters, AAF as communications and radar officer of the rescue and survival branch in the office of the Assistant Chief of Air Staff Operations. He plans to return to WTCN.

* * *

Elson Airs Games

FIRST SPORTS assignment by Bob Elson since his discharge from the Navy as a lieutenant commander will be the description of the Chicago Blackhawks hockey games to be aired over WIND Chicago, starting Oct. 25. All games are sponsored by the *Chicago Daily News* and will be aired at 10 p.m. (CST).

* * *

Sgt. Hunter in Japan

SGT. JAMES HUNTER, formerly with WPAT Paterson, has joined the staff of the first American broadcasting station ever operated in Japan. Sgt. Hunter's wife, Bertha Hunter, is a member of WPAT's office staff.

KFBK Ban Justified

WARTIME decision of McClatchy Broadcasting Co.'s KFBK Sacramento to ban ad lib programs for fear they might be heard in Japan and used in an effort to broadcast a coded signal appears justified. S1/c Eugene Farber of Sacramento wrote from Japan that KFBK is being heard easily. "I sat up all night listening to my hometown station," he said. "For several hours you were really banging in but after awhile you began to fade a little. You were, however, readable all of the time. . . . It has been 36 hours and there are no signs of complete fading."

Fall Meeting

FUTURE of radar will be discussed by L. A. DuBridge of the Radiation Laboratory of Mass. Institute of Technology on Nov. 13 at the closing dinner session of the joint fall meeting of the Institute of Radio Engineers and the engineering department of Radio Manufacturers Assn., to be held Nov. 12-13 at Sheraton Hotel, Rochester, N. Y. Tentative agenda includes papers on television developments, the radio proximity fuse, magnetic wire recording and other developments which could not be publicly discussed during the war.

Sign American

CLUB ALUMINUM Products Co., Chicago, Oct. 20 begins sponsorship on American network stations of *Club Time*, Saturday variety program, 9:15-9:30 a.m. (CST). Contract placed through Trade Development Corp., Chicago.

Swift & Co., Chicago, has renewed 8:30-8:45 a.m. portion of American *Breakfast Club* on 191 stations. Contract for 52 weeks placed through J. Walter Thompson Co., Chicago.

ANA Meeting

ASSN. OF NATIONAL ADVERTISERS meets Nov. 18-20 at the Hotel Pennsylvania, New York, for 36th annual convention.

THE ENGINEER AND THE MANAGER WANT THE SAME THINGS . . . AND WE GIVE IT TO THEM!

Who said the Engineer doesn't want good-looking equipment? Or who said the Manager doesn't give a hang for efficiency? People may have believed that once—but no more.

Which explains why the new GATES Equipment is all built for engineering efficiency *plus* modern, streamlined appearance. A GATES-equipped Station is a joy to work with—and a pleasure to see. You, too, will like the looks—and the operation—of the new GATES Transmitting Equipment. Write for details about it. And ask about the GATES Priority System for Prompt Post-War Delivery! Gates Radio Co., Quincy, Ill.

THE GATES TRANSCRIPTION TURNTABLE IS DESIGNED FOR EXCEPTIONAL PERFORMANCE

WRITE TODAY FOR DETAILED BULLETIN

You get heavy, rugged construction without sacrificing precision performance, when you install this outstanding turntable; which gives you instantaneous speed change and "wow" free reproduction. This turntable is designed for hardest, most exacting use—combines harmonious, modern appearance with the best standards of performance.

PROGRESS REPORT

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.

GATES RADIO CO.

QUINCY, ILLINOIS

GATES RADIO CO.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

SPONSORS

GENERAL MILLS, Minneapolis, through Dancer, Fitzgerald & Sample, Chicago, will begin sponsorship effective Oct. 29 of the "Mississippi Farm Hour" over full Mississippi Valley Network. Program will be heard Monday through Saturday 6-7 a.m. (CST), and is result of surveys of listener requirements of rural and small town audiences, according to John Boler, chairman of North Central Broadcasting System, operator of MVN. Five minutes of each broadcast will be taken over by all 75 affiliates of MVN for local livestock, market, grain and weather reports. In addition to music by a 15-piece orchestra, male quartet and soloists, outstanding farm leaders will be featured. Station affiliates also will be invited to take over half hour of program as "guest" stations and an annual award will be made to program directors who contribute best locally produced rural program.

LONGINES-WITTNAUER Watch Co., New York, in early 1946 on yet unchosen network plans to sponsor series of 13 half-hour radio plays on aviation subjects with Capt. Eddie Rickenbacker as host and narrator. Titled "World's Most Honored Flights", program will highlight upswing of aviation mainly through Rickenbacker's experiences. Fees which he would receive for broadcasts are to be contributed at his request to AAF Aid Society to help AAF widows, orphans, and disabled servicemen. Plays will be written by Col. Hans Christian Adamson, recently retired from AAF and chief of AAF project to collect and write "Human Interest History of World War II in the Air". Presentations will be directed by Lester Vail.

COLGATE-PALMOLIVE-PEET Co., Jersey City (dental cream), has allotted approximately two million dollars for its spot campaign which started Oct. 1 ten times weekly on about 240 stations. Contract starting Oct. 1 is for 1945-46 season. Agency is Ted Bates Inc., New York.

ANDREW C. QUALE, former price control consultant and liaison representative on foods for the Army since 1943, has been appointed associate merchandising and advertising manager for Walter Baker & Co., Dorchester, Mass., a unit of General Foods Corp., New York.

GARRET WINE Co., Brooklyn (Virginia Dare), starts nationwide spot campaign Oct. 15. Placements not given by agency, Ruthrauff & Ryan, New York, but 1944 list contained 53 markets.

TUDOR Products, New York, (Quickee Waterless hand cleaner), has named Reiss adv., New York, to handle advertising. Radio is considered.

CARRIER Corp., Syracuse (air conditioning) may use radio in promotion of new domestic units. Agency for account at present is Charles Dallas Reach, Newark and New York, but other major agencies are reported bidding for account.

FIRST NATIONAL STORES, Somerville, Mass., Oct. 1 started "Women's Radio Journal", new half-hour successor to 15-minute "First National's Wartime Food News", on six stations of New England Regional Network: WBZ Boston, where it originates, and WCSH WJAR WLBZ WTIC WRDO, Monday through Friday 9:30-10 a.m. Contract for one year was placed through Badger & Browning, Boston. Tidewater Oil Co., New York, is sponsoring broadcasts of Columbia U. football games over full New England Regional Network. Contract placed through Lennen & Mitchell, New York.

CHARLES COHEN, for 15 years on the publicity advertising staff of Metro-Goldwyn-Mayer Pictures, has joined Consolidated Razor Blade Co., New York, as advertising manager.

LAMSON & HUBBARD, Boston (specialty shop), will start major radio series, "Tea at the Copley", on WNAC Boston today (Oct. 15), 4 p.m. Quarter-hour three-weekly program features Lester Smith, special events director of Yankee Network, quiz master and newscaster, and Natalie Gordon, society editor of "Boston Traveler", in teatable chats on subjects of interest to women. Series is presented from Oval Room of Copley Plaza Hotel. Women's club leaders and personalities of radio, stage and screen will be presented. Fashion stylists, designers and buyers from departments of Lamson & Hubbard will appear on each program, with commercials woven into interviews.

NEW ACCOUNTS of Charles Michelson Radio Transcriptions, New York, include San Joaquin Baking Co., Fresno, Cal., "A Date With Music" for 13 weeks on KFRE Fresno; Tekseed Hybrid Corn Co., Lincoln, Neb., "Hymn Time" with Smilin' Ed McConnell for 13 weeks on KFAB Lincoln, and the following for "The Shadow": The John Shillito Co., Cincinnati (department store), till forbid on WCPO Cincinnati; Lustig's Shoe Store, Youngstown, O., 13 weeks, on WFMJ Youngstown; Midwest Dairy Co., Paducah, Ky., 13 weeks on WPAD Paducah; Thomas Bros., Phoenix, Ariz., till forbid on KTAR Phoenix; Acme White Lead & Color Works, Detroit, 13 weeks on WCHS KDFN KRHL KGVO.

BULOVA WATCH Co., New York, is supplying stations with new ET series of one-minute cuts, "It's Time You Knew". Innovation on disc is additional cut of new singing signature for use on locally sponsored time-signals. Signature may be used to augment one-minute spots by selling locally sponsored chain-break time-signals.

FIRESTONE TIRE & RUBBER Co., Akron, sponsored the telecast of motion pictures of New York welcome to Admiral of the Fleet Chester W. Nimitz Oct. 9 on WNBT, NBC video station. Deal was arranged by Sweeney & James, Cleveland.

ROSENBLUM GROCERY Co., Sharon, Pa. (Golden Dawn Foods distributor), this month began seventh year as sponsor of hourly week-day newscasts on WPIC Sharon. Special ceremonies from editorial rooms of "Sharon Herald" Oct. 10 marked 20,000th consecutive daily newscast for Golden Dawn Foods.

THOMAS J. WEBB Co., Chicago (coffee), has appointed Ivan Hill Adv., Chicago, to develop new advertising campaign.

BOWMAN GUM Inc., Philadelphia (Warren's Cocktail chewing gum), has appointed Franklin Bruck Adv., New York, to handle advertising. Plans for 1946 include network radio programs. Campaign will be largest in company's history.

FRANK STACK Hats Inc., South Norwalk, Conn. (men's fur felt hats), is using spot announcements on following Canadian stations: CFCN CFCY CJCA CHNS CSQC CKEY CKWX CKLW CKY. Agency is Bermingham, Castleman & Pierce, New York.

PARKER-HERBEX Corp., Long Island City, L. I. (hair preparations), Oct. 4 started participations on "Here's Looking At You" on WNEW New York, Tues.-Thurs.-Sat. 12:35-1 p.m., through Nov. 1. Company also sponsors participations on eight co-op programs throughout the nation. Agency is Charles W. Hoyt Co., New York.

CONSOLIDATED Royal Chemical Corp., Chicago (Krank Shave Cream), began sponsorship on WBBM Chicago Oct. 14 of "Bob Elson On the 20th Century", a 52-week series. Originating from La-Salle St. Station, Chicago, program features interviews with passengers and prominent personalities. Elson has been released from Navy as lieutenant commander, after 38 months service. Contract was placed through Arthur Meyerhoff Agency, Chicago.

DILLON-WELLS Inc., Los Angeles (wholesaler and importer of ceramics, gift-wares), has appointed Robert F. Dennis Inc., Los Angeles, to handle advertising.

TEKNOL PRODUCTS, Los Angeles (DDT insecticide), has appointed Robert F. Dennis Inc., Los Angeles to handle advertising.

STANDARD OIL Co. of California, San Francisco (institutional), for 19th con-

Peoria's *Fast Growing* Drug Firm

Mr. J. B. Case, President of Sutliff & Case Co., and typical views of their 9 up-to-date stores.

Has Long Depended on WMBD for Sales Influence

"The Sutliff & Case Bandwagon" first began over WMBD nine years ago. This musical program proved so effective sales-wise that it has been continued ever since . . . now more than 2,800 broadcasts without interruption. During this time, Sutliff & Case's business has increased nearly 50% . . . nine modern stores now serve Peoria.

Mr. J. B. Case, President, says: "Our consistent use of WMBD has contributed greatly to our steady growth . . . Peoria people listen and live with WMBD."

FREE & PETERS, INC.
Nat'l Representatives

WMBD
Member CBS

PEORIAREA
Pop. 614,200

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

BEST WISHES are extended by John P. O'Rourke (l), president of Hathaway Bakeries, Boston, to Jimmie Foxx (c), retired baseball star who conducts new "Yours for Life" program on WNAC Boston, sponsored by Hathaway for Life bread. Tom Hussey, baseball announcer for Yankee Network, is announcer for WNAC series heard Sunday 1:45 p.m. Hathaway is new to radio. Late homerun slugger of the Phillies, Foxx is now baking firm's general sales manager.

secutive year on Oct. 18 starts weekly half-hour "Standard School Broadcast" on 15 NBC western stations, Thursday 10-10:30 a.m. (PST). One of oldest educational features in western radio, series has been on air since 1928. Carl Kalash will conduct orchestra which interprets music featured on the weekly NBC "Standard Symphony Hour", sponsored by Standard Oil Co. Adrian Michaelis is program manager of the two programs, with Cecile Creed field assistant. Agency is BBDO San Francisco.

KAY DAUMIT, Chicago (Lustre-Creme shampoo and general cosmetics), has appointed Hill Blackett & Co., Chicago, to handle advertising. Radio plans are said to be considered.

McKESSON & ROBBINS, Bridgeport (Calox tooth powder, Bax, Bexel Vitamin B Complex), has bought quarter-hour twice--weekly on WLW Cincinnati starting Oct. 16; "Baukhage Speaking", three weekly on WTRY Troy, N. Y., starting Oct. 16, and spot announcements and "The Bob Smith Show" on WBEN Buffalo, started Oct. 2. Contracts for 52 weeks were placed by J. D. Tarcher Co., New York.

ZONITE Products Corp. (Larvex division) and the corporation's subsidiary, A. C. Barnes Co. (Argyrol and Ovoferrin), have appointed Erwin, Wasey & Co., New York, effective Jan. 2 to handle advertising campaign, said to include radio.

DON BENNETT, former advertising and service manager of Kalart Co., Stamford, Conn., has joined the executive staff of Shappe-Wilkes Inc., New York.

RUBSAM & HORRMANN Brewing Co., New York (beer), Oct. 4 started transcribed "Boston Blackie" for 52 weeks on WJZ New York, Thursday 7:30-8 p.m. Agency is Paris & Peart, New York.

WALKER BANK & TRUST Co., Salt Lake City, will sponsor Carveth Wells, traveler and NBC commentator, on KDYL Salt Lake City, Sunday forenoons, under contract just signed through Gillham Agency, Salt Lake City. Makoff's, Salt Lake City (ladies apparel shop), will sponsor Eugene Jelesnik, violinist, on KDYL in twice-weekly quarter-hour program, Mon.-Thurs. 9:15 p.m. Mr. Jelesnik, who returned from USO camp tour overseas to become musical director of KDYL, has arranged series of special ensemble groups for program.

BENSON & HEDGES, New York (Virginia Rounds), will increase its spot announcement campaign in Los Angeles and San Francisco area about Jan. 1. Agency is Arthur Kudner Inc., New York.

ALLOCK POROUS PLASTER, New York, starts sponsorship of spot announcement campaign Oct. 15 on about 35 to 37 stations for 20 weeks. Agency is Small & Seifer, New York.

PLYMOUTH SHOPS, New York (women's clothing), Oct. 17 starts "Betty Barton and Buddy Arnold", Wed. 10:30-10:45 p.m., on WJZ New York. Agency is Sterling Adv., New York.

LUDEN'S Inc., Reading, Pa. (cough drops), Oct. 1 started spot announcements on "Make Believe Ballroom", Mon.-Tues.-Thurs.-Sat. on WNEW New York, through March 30, 1946. Company also sponsors spots on WOR New York, plus 120 stations throughout country. Agency is J. M. Mathes Inc., New York.

WHITEHALL PHARMACAL Co., division of American Home Products, New York (hair groom), Oct. 1 started daily spots on WABC WHN WOR WEAF WOV WINS WNEW WMCA WJZ WHOM, all New York, and WAAT Newark. Agency is Ruthrauff & Ryan, New York.

BORDEN Co., New York (Instant Coffee), Oct. 11 started commercials on "CBS Morning News" on WABC New York, 9-9:15 a.m. Tues.-Thurs.-Sat. Agency is Kenyon & Eckhardt, New York.

GENERAL FOODS SALES Co., New York (Sanka coffee), Oct. 1 started chain breaks on 85 stations plus WHN WNEW WOR New York. Company also sponsors "Baby Snooks Show" Sun. 6:30-7 p.m. on CBS. Agency is Young & Rubicam, New York.

DEMOCRATIC Campaign Committee of Philadelphia has contracted for 15-minute periods on five consecutive Tuesdays and two Mondays on KYW Philadelphia to remind Pennsylvania voters of coming November election. Republican State Committee will be heard on five Tuesday night programs and the Republican Central Campaign Committee will use 15-minute periods on three Wednesdays, two Mondays and one Friday during coming month.

E. FOUGERA & Co., New York (Ramsdell Sulphur Cream), has scheduled once weekly on KYW Philadelphia a 10-minute "Football Roundup", placed by J. M. Korn & Co., Philadelphia. Other new accounts reported by station include: Freihofer Baking Co., Philadelphia, weekly station breaks for five weeks through R. A. Foley, Philadelphia; Mentholatum Co., Wilmington, Del., 10-minute portion of early morning "Musical Clock" program, six-weekly for 26 weeks, through J. Walter Thompson Co., New York; Penick & Ford (Brer Rabbit Molasses), has signed for three weekly participations in Ruth Welles program for 13 weeks. Placed by J. Walter Thompson Co., New York.

NEHI Corp., Baltimore (Royal Crown Cola), is using six-weekly spot schedule on KFI Los Angeles. Contract is for 13 weeks. Agency is BBDO New York. Arvey Corp., Chicago (R-V Lite glass substitute), Oct. 15 starts thrice-weekly transcribed five-minute "Nothing But the Truth" on KFI for 10 weeks. Burlingame & Grossman, Chicago, has account. American Chicle Co., Long Island City, N. Y. (gum), is using total of 120 spots on KFI. Contract for 52 weeks placed through Badger, Browning & Hershey, New York.

MORRIS ROSENBERG Co., Los Angeles (vacuum-packed assorted salted nuts), in a 13-week campaign on Oct. 8 started an average of three transcribed announcements weekly on stations in major Pacific Coast markets. List includes KJR KFBK KFSD KEX KTAR KROW KGW KOMO KQW KFPY KMPC KECA. Other stations are being added. Agency is The Mayers Co., Los Angeles.

SAFEWAY STORES, Vancouver (grocery chain), has started San Francisco Operas on CKWX Vancouver. Account was placed by J. Walter Thompson Co., San Francisco. Cunningham Drug Stores, Vancouver (chain stores), has

(*Continued on page 76*)

5000 WATTS

WORLD'S WIDER MARKET MEMORABLE BETTER BATTLE GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

YOU WON'T GET TO FIRST BASE IN CENTER-FIELD (Ky.)!

Sure it's an important place to be covered—on the ball fields, but not by advertisers! WAVE believes in aiming always at home plate where *scores* are made: to wit, in Kentucky, the Louisville Trading Area, home of more industry, more prosperous people, more *everything* that's desirable, than the rest of the State combined! It takes *power* to play Centerfield with radio, and power costs money. We save it for you!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

KANSAS CITY IS A KOZY MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

SPONSORS

(Continued from page 75)

renewed two quarter-hour transcribed programs five-weekly on CKWX, through McConnell, Eastman & Co., Vancouver. Lewis Ltd., New York (hats), has started five announcements weekly on CKWX. Agency is Bermingham, Castleman & Pierce, New York.

O'BRIEN Ltd., San Jose, Cal. (candy mfgr.), has appointed Leon Livingston Adv., San Francisco, to handle advertising.

KORET of California, San Francisco (women's sportswear), has appointed Abbott Kimball Co., Los Angeles, to handle advertising.

WILLIAM L. SHINNICK, for two years on OWI overseas assignment, has been appointed advertising manager of Hills Bros. Coffee Inc., San Francisco. Prior to the war he was New York account executive of Benton & Bowles.

CLARK DONMYER, advertising manager of Mutual Orange Distributors, Redlands, Cal., has been appointed sales manager of the organization's canned goods department. Firm also has moved advertising department to Los Angeles.

UNITED STATES Savings & Loan League, national association of savings and loan institutions, plans an advertising campaign through Fuller & Smith & Ross, New York.

NEHI Corp., Columbus, Ga. (RC Cola), is sponsoring in cooperation with local bottlers all of the U. of Georgia football games over a network of 17 Georgia stations. WRBL Columbus is originating station. Special events staff of WATL Atlanta handles games.

UTAH Oil Refining Co., Salt Lake City, has started Wednesday evening half-hour "Memorable Melodies" on KSL Salt Lake City. Contract for 52 weeks placed by Gillham Adv., Salt Lake City.

ALLSTATE INSURANCE Co., Chicago, began sponsorship Oct. 8 of a spot campaign on following Illinois stations: WENR WBBM WLS WGN WMAQ WKRO WJBC WCBS WTAX WSOY WMBD. Till forbid contract placed by Ruthrauff & Ryan, Chicago.

Hon. Thomas Connolly
Columbia Broadcasting System
New York City

Dear Tom:

They tell me you're promotion boss for CBS, so I thought you'd be interested in something I ran across the other night while I was sweeping out our Promotion office here at WCHS. Johnny Sinclair who enlisted the day after Pearl Harbor is back on the job, and he and Margaret Erskine are really cooking things up for promotion of the CBS "Biggest Show in Town". These two are so enthused they're even asking sponsors of local shows, salesmen and talent for part of their show time to produce special promotional programs . . . yessir, Tom you've practically got a branch office here in Charleston, W. Va. . . . but then, that's the way that department produces for everyone . . . they really go all out.

Yrs.,
Algy

WCHS
Charleston, W. Va.

DURING mid-period of recent All-Stars vs Greenbay Packers football game in Chicago, Thomas E. Wilson (l), chairman of the board of Wilson Co., and also of broadcast sponsor, Wilson Sporting Goods Co., chats with Johnny Neblett (r), sports commentator, while WGN Chicago Producer Morrison Wood listens in. Game was heard nationally and broadcast overseas to servicemen.

GENERAL WAX INDUSTRIES, division of General Shoe Corp., Nashville (liquid and paste shoe polishes), has appointed Ruthrauff & Ryan to handle advertising. Chicago office of agency is planning a television show [BROADCASTING, Oct. 1] for Acrobat Shoe Co., another division of General Shoe.

LUCKY HEART LABS., Memphis (household insecticide), has appointed Goldman & Gross, Chicago to handle advertising. Radio is said to be considered.

PONY EXPRESS STAGES, Salt Lake City (transportation), in four-week campaign ending Oct. 31 is using 24 spots weekly on KPAS Pasadena, Cal. Gillham Adv., Salt Lake City, has account. Michigan Bulb Co., Holland, Mich. (tulip bulbs), Oct. 1 started five-weekly quarter "Harmony Homestead" on KPAS for 52 weeks. Agency is O'Neil, Larson & McMahon, Chicago.

CHICAGO TITLE & TRUST Co., new to radio, begins sponsorship Oct. 17 of the Chicago Symphony Orchestra on WCFL Chicago. To be heard Wednesday 8-9 p.m. (CST), program is expected to continue until midsummer, according to sponsor's agency, Earle Ludgin & Co., Chicago. Orchestra is represented by W. Biggie Levin Co., Chicago. Program will be used to advertise guaranty division of the business.

HAROLD PROSKEY has resigned from Lehn & Fink Products Corp., New York, to join Michigan Chemical Corp., St. Louis, as director of sales and advertising for New York headquarters, to be opened soon.

FOSTER-MILBURN Co., Buffalo, N. Y. (Doane's Pills), has started sponsorship of "Chicago, U. S. A." over WENR Chicago effective October 15 in Monday-Wednesday-Friday 9:45-10 p.m. (CST) period. John Bryson wire-records interviews with Chicago people. Contract placed through Street & Finney, New York.

WJHL JOHNSON CITY, TENN.

Here's Our Hooper

PERIOD	% OF LISTENERS
MORNING	91.3
AFTERNOON	91.3
NIGHT	80.4

Here's Our Market

6 Thriving Cities and a Total Population of over a Million

JOHNSON CITY, TENN. **WJHL**
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

TOBACCO NET NAMES NEW SALES MANAGER

PHILIP F. WHITTEN of New York City, account executive of Mutual Broadcasting System since 1944, joined Tobacco Network Inc., Raleigh, N. C., Oct. 1 as general sales manager, according to Louis N. Howard, president of the regional network.

Mr. Whitten

Mr. Whitten, a graduate of Amherst College, Mass., joined CBS as account executive in 1930, leaving three years later to become sales manager of WINS New York. He later took a similar post with WHN New York and then opened his own advertising agency in New York in 1937. He re-entered the network business in 1942 as account executive of Blue Network.

He will make his headquarters at Tobacco Network's central office, Odd Fellows Building, Raleigh. The network has stations in Raleigh, Greenville, Wilson, Fayetteville, New Bern, and Goldsboro, N. C. Announcing Mr. Whitten's appointment, President Howard said "His ability will prove invaluable in servicing our present accounts and securing many important additional commitments. We look forward to a new era in regional advertising."

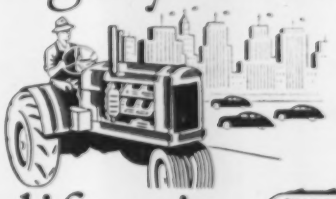
COL. JACK HARRIS RETURNS TO TOKYO

LT. COL. JACK HARRIS, radio and communications officer on Gen. MacArthur's staff who has been in the States on official business and leave, left Saturday (Oct. 13) to return to Tokyo, where he is in charge of Radio Tokyo. Before leaving Washington Col. Harris asked that program directors and station managers still interested in home-town recordings of boys in occupied Japan get in touch with him.

"We are equipped to make anything from 5-minute interviews to full quarter-hour programs," he said. With 21 studios at Radio Tokyo and a large staff of servicemen, formerly in radio, Col. Harris said his section plans to concentrate on quality rather than quantity. GI's are providing entertainment for Japanese listeners as well as our own troops in the occupied country, he explained.

Col. Harris requested that broadcasters interested in continuing programs from Japan write him air mail as follows: Lt. Col. Jack Harris, Public Relations Office, Advance Echelon, GHQ Army Forces, Pacific, Tokyo, Japan, care of Postmaster 500, San Francisco, Cal.

HOME ECONOMICS pupils of Okeene, Okla., public schools listen twice-weekly to Helen Barr home service program on WKY Oklahoma City as part of class activity. Teacher quizes class following each program. First program of series originated from classroom with Gov. Kerr participating.

Farmers are mighty scarce in San Francisco  – yet Standard of California chose KPO's Henry Schacht and his famous "Farmer's Digest" to reach farmers in Northern California.

Why ? ? ? Because *all over Northern California* KPO is the station listened to most by the most people.

FIRST in Northern California

KPO NBC 50,000 watts

Represented by NBC SPOT SALES

SAN FRANCISCO

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

IN BOSTON IT'S

WHDH

850 on Your Radio Dial

5000 WATTS DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

Pyle Hits Pacific High Spots

WHEN Howard Pyle, program director of KTAR Phoenix, left Arizona June 1 for a Pacific tour, he didn't know what he was getting into. Some of the things he got into were:

First broadcaster to land at Atsugi, accompanying 11th Airborne Division; first to reach Yokohama and Yokosuka; among first correspondents to reach Tokyo: witnessed surrender on *Missouri* and capitulation of Gen. Yamashita at Baguio in Northern Luzon; accompanied Gen. Wainwright's home-bound party as only correspondent to cover return of hero to Washington.

Five Arizona Broadcasting Co. station managers heard his first-hand account of the Pacific tour, as correspondent for ABC and representing NBC also. Listening to Pyle (at left) are (l to r), Harold Ritter, KYCA Prescott; Willard Shoecraft, KWJB Globe; Dick Lewis, KTAR and ABC; Ray Smucker, KYUM Yuma; R. W. Williams, KVOA Tucson.

EXECUTIVE DUTIES CLARIFIED BY RCA

A BASIC organization chart has been set up to clarify the duties of the RCA Victor Division. According to Frank Folsom, executive vice-president, a complete survey was made with a view to reorganize the company along product lines.

Chart shows president of RCA and under him, Mr. Folsom; J. G. Wilson, operating vice-president; accounts and finance, A. MacGillvray, director; law, J. H. McConnell, general attorney; public relations, J. K. West, director for all institutional advertising; education and training, F. H. Kirkpatrick, director; personnel, F. D. Wilson, director; manufacturing and operations, J. A. Milling, director; engineering, D. F. Schmit, director; tube division, L. W. Teegarden, general manger; engineering products division, M. Brunet, general manager; home instrument division, J. B. Elliott, general manager; record division, J. W. Murray, general manager.

Charles L. Thomson

CHARLES L. THOMSON, 58, account executive with WMCA New York since September 1941, died at his home in New York Oct. 7 following a brief illness. Prior to his affiliation with WMCA, Mr. Thomson was with the advertising department of the *New York Sun*.

WCAU'S $2,000,000 Radio, Television Center

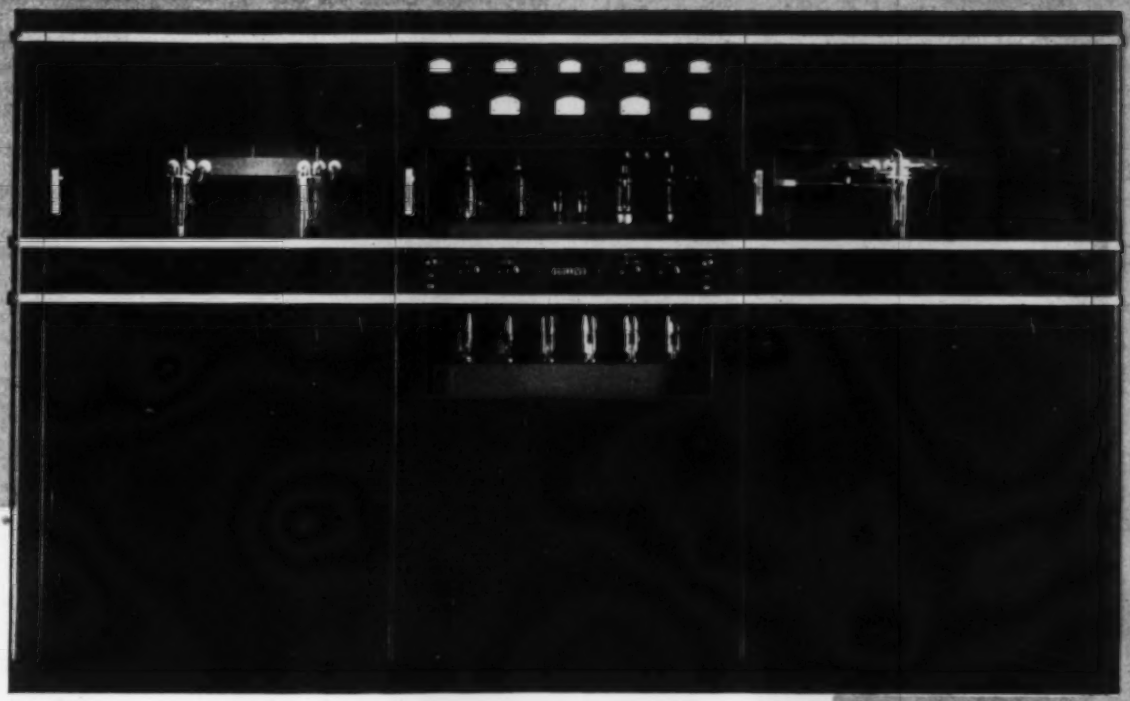
WCAU BROADCASTING Co. will erect a radio and television center in Philadelphia, to be four stories high, occupy 2,000,000 cubic feet, and cost $2,000,000.

Dr. Leon Levy, station president, said it would not be ready for occupancy until 1947. George Daub has been appointed architect and will announce plans for proposed site next month. Proposals for the center were revealed when the station appealed to the Zoning Board of Adjustment for permission to erect a regulation radio mast. Structures in the area are limited to 245 feet above street.

CBC Farm Meet

PROGRAMS on food and agriculture featured annual conference of CBC farm commentators at Toronto Oct. 1-3. Meetings were presided over by Harry Boyle, CBC farm broadcast supervisor. Attending were Fergus Mutrie, assistant supervisor, Toronto; Ab Kemp, national farm broadcast office, Toronto; W. J. McPherson, Ontario regional commentator, Toronto; T. A. Leach, British Columbia commentator, and Peter McDonald, script writer, Vancouver; P. W. Whittall and R. G. Knowles, prairie commentators, Winnipeg; Lamont Tilden, commentator, CBM, Montreal; Ron C. Fraser and Keith Morrow, commentators, Halifax.

The New Collins 21A, 5 kw Broadcast Transmitter



Fulfilling the Tradition of Collins Quality Leadership

THE 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

The response curve is flat, within ± ½ db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal

Hic!

ISH the boasht of the American Forshes Network shtaff at the Reims shtation that they are the only shtation operating soberly on top of 9,000,000 bot'ls of Champagne. Shtudios are over the Champagne Cellars. What an asshignment! S'wonderful.

Radio at Quebec

FOUR radio correspondents have been accredited by the State Dept. as news representatives at the first session of the Food & Agriculture Organization of the United Nations, opening Tuesday (Oct. 16) in Quebec City, Que. They are: Richard Harkness, NBC; Marshall Wells, farm editor, WJR Detroit; Sterling Fisher, NBC; Dorothy Lewis, NAB Coordinator of Listener Activity.

NEED COLOR TO SELL FASHIONS BY VIDEO

FASHION industry was urged to use television as an advertising medium but was warned that technical and artistic handicaps must be overcome before the fashion industry could expect a visible return, by Worthington Minor, manager of WCBW-CBS video station, at a luncheon given by the Fashion Group Inc., at the Hotel Biltmore, New York.

He pointed out that the industry should take slowly to promotion by television until color was more firmly established. "Critical problem in televising fashions," Mr. Minor maintained, "is color. Fashions and home furnishings in gray are robbed of excitement and appeal and it is extremely difficult to promote good taste without color." However, he assured the group that considerable progress had been made with color video.

By the Way, Harry

"THE OUTSIDE world" must have a terrific faith in the power of Washington news commentators. Joe McCaffrey, CBS Washington newsman, received these comments last week from a reader of his syndicated newspaper column on veterans: "The next time you talk to Mr. Truman please tell him about my son; he will be 18 in December and I don't want him to be drafted. Tell Harry that the draft should be cancelled—if no one is around tell him that there are six votes in our family. Also I am sure I can get the L—'s who live next door to vote for him—there are seven in their family but I don't think the grandfather will live until 1948."

FMBI-NAB Merger Opposed by WABF

Hirschmann Says FM Growth Needs Separate Organization

PROTEST against "any design which will aim at the coalescence of the FMBI with the National Association of Broadcasters" is voiced by I. A. Hirschmann of WABF New York (FM) in a letter to FMBI, a copy of which he sent to the FCC.

"The interest in the expeditious development of frequency modulation calls for a separate organization which represents the FM operators and which will employ an aggressive program to concentrate on the development of the field of FM," Mr. Hirschmann declared.

He said his opposition to uniting with NAB, which he submitted in the name of WABF, "is not said in any way in derogation of the NAB."

However, he said, NAB "to date has functioned as the mouthpiece for amplitude modulation broadcasts." He questioned whether NAB "would reconvert itself overnight and become a powerful factor in the furtherance of FM as an acknowledged improvement over the AM field."

He said FM "can not at this time afford to throw its lot with any other broadcasting association. It will make progress in direct ratio to its ability to fight its way through to a full recognition by the public of its acknowledged superior service. Any confusion of this issue among the broadcasters or the public will be a disservice to the art of broadcasting in the long run."

His letter to FMBI noted that a committee is "now studying the question of amalgamating in some form" and has been authorized to consider the "fostering of FMBI's policy through a single trade association."

FMBI Meeting Oct. 19

MEETING of Frequency Modulation Broadcasters Inc. board of directors will be held at 9:30 a.m. Oct. 19 at Ambassador East Hotel, Chicago, instead of Oct. 20 as originally scheduled. Principal topic will be a proposal submitted by NAB for a merging of the two trade associations [BROADCASTING, Oct. 8]. Under this plan NAB would have an integral FM department. FMBI is interested in continuing the fight for more channels under 100 mc and NAB's promise on this battle may be deciding factor in FMBI's decision.

RCA Magazine to S. A.

RCA International Division is publishing a Spanish language magazine *Radio Mundial* the first issue of which is now being distributed throughout Latin America. Quarterly publication is designed for Spanish-speaking people interested in broadcasting, radio communications and allied activities.

• NO PRIORITY
• IMMEDIATE SHIPMENT

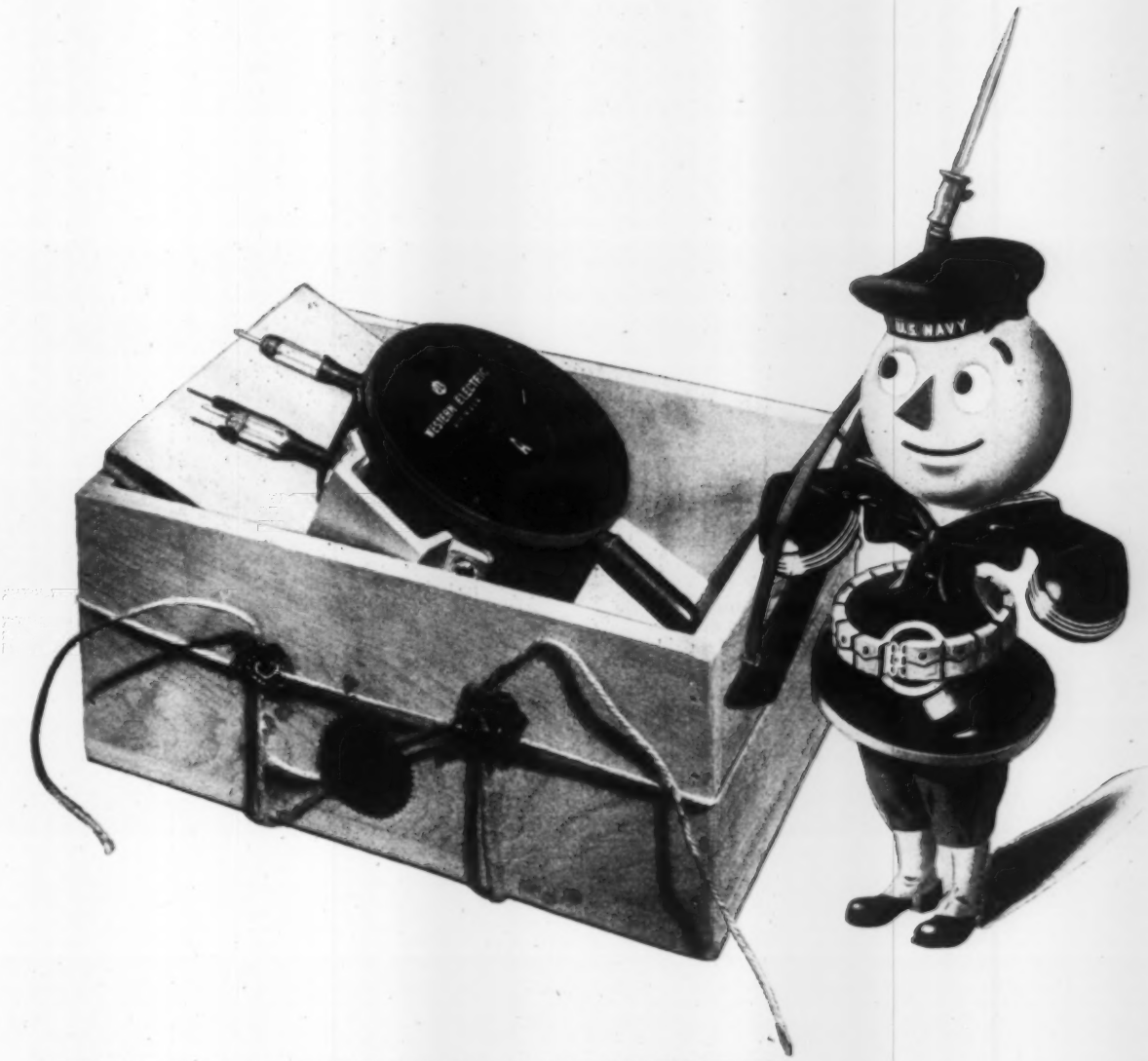
George A. Starbird

MICROPHONE BOOMS

ADAPTERS Any of your microphones can be attached easily to this Boom without purchasing additional fittings. No tools are necessary because all the adapters are threaded in order that they can be screwed together. The fitting attached to the clevis on the end of the boom fits a ⅜ x 24 thread which is the thread for all W. E. Microphones. An adapter for microphones using ½ inch thread; one for ⅝ x 27; and a hook complete the adapters normally supplied.
CASTINGS All castings, except base and counterweight (cast iron), are strong aluminum alloy, aircraft quality heat treated and Alumilited.
TUBING All tubing 18 gauge aluminum alloy finished by the Alumilite Process—a hard, oxide coating.
HANDWHEELS All hand wheels are knurled and polished aluminum alloy, 2½ inches in diameter. Operated easily. Will turn without muscle strain or injury to your hands.
CASTERS Three inch double ball bearing, rubber tired Darnell Casters.
COLOR All castings platinum gray. Baked enamel.
GUARANTEE Workmanship and materials fully guaranteed.

Manufacturers of George A. Starbird Equipment

MELETRON CORPORATION
950 NORTH HIGHLAND AVENUE, LOS ANGELES 38, CALIFORNIA



VICTORY REVEALS A MYSTERY

More than two years ago, an engineer of the Laboratories visited *U.S.S. Boise*, returned with a mysterious box which went into the Laboratories' vault. Now, victory opens the box and discloses a special kind of electron tube called a magnetron. It was part of a Radar which furnished data to aim *U.S.S. Boise's* guns during the night action off Savo Island on October 11-12, 1942. Because of the high frequency generated by this magnetron, the Radar was not detected by the enemy and the action was a complete surprise. Six Japanese warships were sent to the bottom of the sea.

This magnetron is a symbol of the Laboratories' enormous war program. Half of it was devoted to Radar, the other half gave birth to radio transmitters and receivers, sonar apparatus for the Navy, loudspeaker systems for ships and beach-heads, fire-control apparatus for anti-aircraft artillery. Coming months will unfold the story of these and many other contributions of the Laboratories to the victory of our arms.

Bell Telephone Laboratories' war work began before the war; until now, it claimed practically all our attention. With victory, we will go back to our regular job—helping to bring you the world's finest telephone service.

BELL TELEPHONE LABORATORIES

Exploring and inventing, devising and perfecting, for continued improvements and economies in telephone service.

Get Your Share of KANSAS
WHEAT
CATTLE
OIL
INDUSTRIAL PAYROLL
MONEY
thru KANS
the NBC Station in Kansas'
No. 1 Market
WICHITA

Represented by
HEADLEY-REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco : Los Angeles

McCollough

(*Continued from page 10*)

tirely unnecessary were it not for the fact that judicious inquiry abroad brought to light the information that in all probability and at what was considered to be the right time, radio broadcasting as such in Germany, and inferentially in Italy, would be handed back to the then government in power. In heaven's name, why? Did not radio previously exist in those countries on a similar basis and look what a couple of crack-pots (Hitler and Mussolini) did with it? What assurance do we have that the same thing will not happen again, if we set up a condition of similar circumstances?

Five will get you ten from practically any American Army officer abroad that history will repeat itself reasonably soon unless some fairly precautionary moves are made at this time and the whole European situation monitored for the long pull.

Where is there a better place to start than with the proper use and distribution of radio facilities?

Can you conceive of a better way to purchase insurance against a repetition of the tragedy we have just gone through than to start by introducing "free enterprise" into radio broadcasting in the countries we now occupy abroad? Why cannot radio be placed in the hands of those other than the government when we are ready to turn the facilities back to the people? Radio certainly could not end up again in any worse shape or in less trustworthy hands than it had been up to V-E Day. Is "free enterprise" radio not to be considered? Could not the American Army in their zones of influence screen out enough worthy Germans and Italians to make a real try?

Suggestions for Germany

Under the present system it is practically impossible to get any real participation from the German people in radio broadcasting. However, if the operation of low-powered stations in a number of communities were placed in the hands of responsible German people, a different story might soon exist.

Once the German people realized the project was on the level, they would be eager to participate and hence learn to guard their freedom of speech which they have long since lost and which may now be lost to them forever, unless we do something about it. Until freedom of speech becomes a real and living thing in Germany, there appears to be little hope of lasting peace in central Europe.

Allowing for a normal amount of ingenuity, initiative, and competition, free enterprise broadcasting, which is simply another name for free speech, should become so good and be such a novelty in Europe that it might easily draw other countries along similar paths.

Listener pressure has tipped many a radio scale. If it did, a lot of pushing around over there would stop and it would most certainly become considerably less expensive in many ways for the United States every twenty-five years or so. Space does not permit a full discussion of all sides of this subject at this time, but almost anyone returning from Europe today will tell you that they have a feeling that a bigger blow-off than any thus far is in the offing over there unless something permanent is done to restore the inherent rights of the every-day man on the streets. The installation of the "American system of broadcasting" would certainly help.

P. S. The trip was a real education in more ways than one. Col. Ed. Kirby is the acme of efficiency. The Army and all the guys in it are tops for my money. Justin Miller will wear well in the broadcasting industry. I left home having four blood brothers and now I figure I have 15 more of some variety or other. We certainly all started and finished together. Speaking of home, it certainly looked good and, as of today, the "American system of broadcasting" looks even better.

Stamina at 80

SHE COULD HAVE had a free ticket to "Laffing Room Only" but Mrs. Catherine Olsen, of Fort Wayne, Ind., 80-year-old mother of Ole Olsen of Olsen & Johnson, said she'd much rather see a broadcast of the WLS *National Barn Dance*, thank you. WLS arranged for her not only to see the program but to be its guest of honor on the October 6 broadcast. With her son as dancing partner, she joined in dancing a quadrille with members of the cast and it was Ole, not his mother, who had to drop out from exhaustion!

When you think of CHEVROLET
CHEVROLET you think of
The Metropolitan
OAKLAND
Area

For the Chevrolet Division of General Motors has, not one, but *two* big factories within the city limits of Oakland, respectively 5¾ and 7½ air-line miles from the KROW studios. So, when you think of Chevrolet on the Pacific Coast, you think of Oakland, and of—

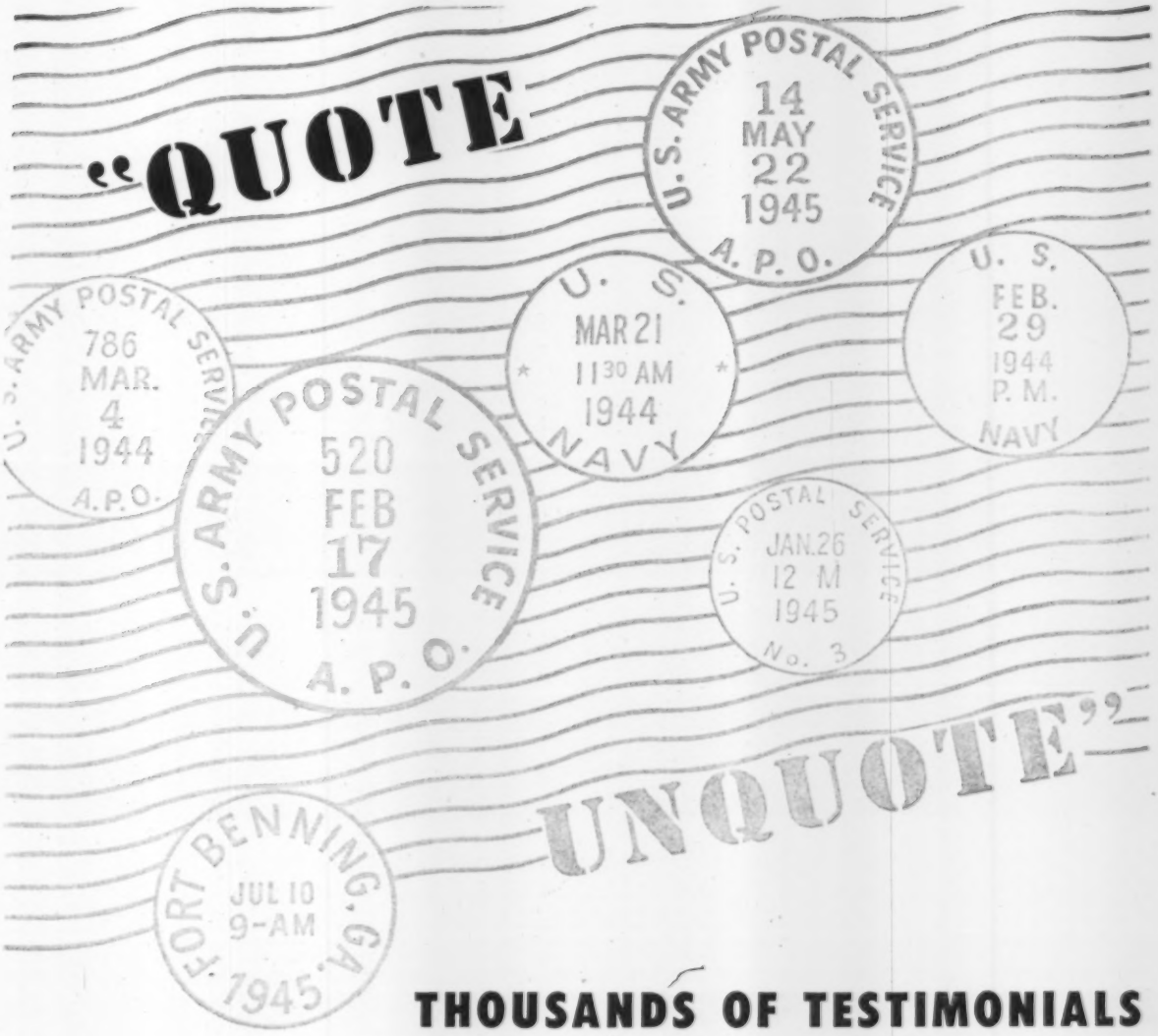
KROW

And when you think of KROW you think of the thousands of Chevrolet workers, completing thousands of new cars for the hundreds of thousands of Oakland area citizens who have the money to spend on automobiles—and everything else.

Radio Station KROW, Philip G. Lasky, Gen. Mgr.
19th Street at Broadway, Oakland 12, California

Radio Advertising Co.
National Sales Representatives

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
5000 WATTS
600 KC.
WSJS
Representative
HEADLEY-REED CO.



THOUSANDS OF TESTIMONIALS

Thousands of testimonials are in the files at Hallicrafters. They are from members of the armed services all over the world. They tell how Hallicrafters-built communications equipment has performed dependably and brilliantly on all the battle fronts of the world. Many of these letters are signed by licensed amateurs who include their call letters with their signatures. A high percentage of the letters conclude with sentiments like these—we quote: *"If a rig can take it like the HT-9 took it in the Australian jungles, it's the rig for my shack after the war"*. . . *"When I buy my communications equipment it will be Hallicrafters"*. . . *"After we have won this war and I can get a ham ticket there will not be the slightest doubt as to the equipment I will use . . . it will be Hallicrafters"*. . . *"Meeting Hallicrafters gear in the service was like seeing someone from home . . . I used to have one of your receivers at W7FNJ . . . hope to have more after the war"* . . . *"being an old ham myself I know what went into the 299 . . ."* Thus does the voice of the amateur come pouring into Hallicrafters headquarters, providing information, guidance and further inspiration to Hallicrafters engineers. Amateurs will find in Hallicrafters peacetime output just the equipment they need—refined and developed in the fire of war and continuing to live up to the well earned reputation as "the radio man's radio."

BUY A VICTORY BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

means

LOWER COST

Getting that F-M Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to squaring the transmitter power. Thus, a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 100 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Wincharger Products will help you get better F-M Broadcasting at lower costs: (1) A sturdy, economical Wincharger Tower to get your antenna high. (2) An efficient, low cost Wincharger F-M Antenna. For full information write or wire us.

WINCHARGER
F.M. ANTENNAS • ANTENNA TOWERS • VERTICAL RADIATORS
WINCHARGER CORP. SIOUX CITY, IOWA

ATOMIC BROADCASTS
KRNT Makes Recordings in New Mexico Desert

FIRST BROADCASTS recorded at the crater in New Mexico caused by the first atomic bomb have been aired by KRNT Des Moines and fed to the American network.

Seeking an idea to give a special "kicker" to the Victory Loan Drive beginning this month, George Cremeens, KRNT special events director, and the station management hit upon the idea of recorded broadcasts from the crater and follow-up of auctions of jewelry made from the glazed sands. War Dept. turned down the jewelry idea but approved the broadcasts.

Cremeens flew to the Oscura basin in New Mexico, recorded four programs on a wire recorder, returned to Des Moines and did his shows. American requested them for a coast-to-coast network, Associated Press and the Des Moines newspapers carried stories and pre-broadcast announcements stirred interest among Iowa listeners. Phil Hoffman, Cowles Broadcasting Co. vice-president who approved the atomic crater junket, places strong emphasis on public service special events.

CJCA Edmonton is remodelling and acoustically treating three of its studios and two control rooms as part of reconstruction program.

AT ATOMIC BOMB experiment site George Cremeens (striped sweater), special events director of KRNT Des Moines, interviews Dr. K. T. Bainbridge and Capt. C. L. Rutherford, Oskaloosa, Ia., Iowa CAP wing commander.

Auto-lite Shifts

BERLIN, Tokyo and Hollywood were linked together Oct. 9th via shortwave during *Everything for the Boys*, sponsored by Electric Auto-lite Co., Tuesday 7:30-8 p.m. on NBC. A South Carolina service man in Japan, a Brooklyn GI in Germany and Dick Haymes and Helen Forrest in Hollywood participated. Newly titled *The Dick Haymes* show, program dropped overseas-pickup-format and moved to CBS Oct. 13, Saturday 8-8:30 p.m. Agency is Ruthrauff & Ryan, New York and Hollywood.

Tulsa

(*Continued from page 22*)

dandy idea. Small towns and rural folk, who feel that they are living in the back waters of the larger and more prosperous cities, get a chance to compare their good points and bad; they may profit by listening to each other's broadcasts and pick up an idea for home betterment, or for being grateful and appreciative for their own advantages. . . . There's something inspirational about these small towns."

"We feel," said the *Claremore Progress*, "that this was one of the finest pieces of publicity that this community has ever received. . . ."

Basic to the philosophy of Ken Miller is the conviction that there's lots of room in radio for thoroughly spontaneous programs, unscripted and unrehearsed.

He has some notions too, about appropriate subject matter. He feels that there is a paucity of programs dealing with the unspectacular everyday experiences and problems of the unspectacular common man and his wife and kids.

He limits participants to six. He strives for the greatest possible diversity of interests and opinions. A typical group on *Main Street Speaks* will include the mayor, a teacher, the president of the chamber of commerce, a farmer, a representative of the community's principal industry, and perhaps a plain taxpayer.

They chat for half an hour. Ken Miller has learned from experience that excessive preliminaries vitiate spontaneity. He doesn't want them to get "talked out". The signal is given and the recording begins. From mental notes made during the preliminary conversation, Moderator Miller leads his friends through a highly informal, utterly unrehearsed half-hour and *Main Street Speaks*.

ESPERANTO, universal language, will benefit shortwave radio by making it possible for world listeners to understand immediately what is being said, according to Doris Tappan Connor, co-director of Pan-American Interlanguage Assoc., who, with G. Alan Connor, director of the International Language Institute, New York, conducts a course in Esperanto on WABF (FM station) New York, Friday, 7:10 p.m.

No. 305

STOP WATCHES

Now Available

FROM STOCK

GALLET • GALCO • SECURITY TIMERS

Send for catalog showing complete line suitable for radio work

No Priority Necessary

M. J. STILLMAN CO., INC.

Established 1914

116 S. Michigan Ave. Chicago 3, Ill.

WHO

is "Listened-To Most" in 79 of Iowa's 99 Counties!

(in 80 counties, nighttime)

50,000 Watts • Des Moines

Free & Peters, Representatives

Celler

(Continued from page 16)

measure, Rep. Celler's statement denied he had any intention of fostering Government "ownership".

"It most certainly is not my purpose to advocate in any way Government ownership of radio," he stated. "I want no truck with such Government ownership. The best example of such Government ownership is the British Broadcasting Company (sic) and American radio most emphatically does not suffer by comparison."

Private Operation

He declared the "sprightliness, the ingenuity, the variety and inventiveness of American broadcasts cannot be matched by BBC." Rep. Celler expressed a firm conviction that radio operation "belongs in private industry" but that "private operation must be cognizant of its failings and help in remedying them."

He paid tribute to the "various chains and other independent stations," saying "They have made excellent progress, but I am sure the operators themselves will be the first to deny that they have reached the ultimate in the improving of radio broadcast."

Both radio and the public, said Rep. Celler, "can profit from the passage of the bill I have offered."

Chairman Porter in August acknowledged receipt of Rep. Celler's letter, which outlined the congressman's demands. When the Crosley-Avco decision was handed down, Mr. Porter sent Rep. Celler copies of the majority and dissenting opinions.

Text of the Celler Bill follows:

A BILL

To amend the Communications Act of 1934, as amended.

1. Amend Section 307(d) of the Communications Act of 1934, as amended, by adding at the end thereof the following:

"Before filing any application for renewal of a broadcast station license, a licensee shall cause to be published at least three times, in a daily newspaper of general circulation published in the community in which such station is licensed, a display advertisement in such form as the Commission shall prescribe, setting forth his intention to file a renewal application, the date on which the existing license expires, and a statement in the form prescribed by the Commission that others seeking the same channel must file application before that date in order to receive competitive consideration, and that anyone desiring to oppose the renewal must file his reasons with the Commission in writing at least thirty days before such date."

2. Amend Section 3 of the Communications Act of 1934, as amended, by adding at the end thereof a new subsection, as follows:

"(bb) With respect to broadcast matters, 'public interest' includes the interest of all listeners within the service area of the broadcast station or stations concerned; and no finding of 'public interest' shall be made in any broadcast matter unless the Commission finds that excessive use of the station has not been made and will not be made for commercial advertising purposes."

3. Repeal subsection (c) of Section 307 of the Communications Act of 1934, and insert in lieu thereof a new subsection (c), as follows:

"(c) The Commission shall fix percentages of time (commonly known as sustaining time) to be allocated during each part of the broadcast day by each class of broadcast stations or by each broadcast station, without charge, for particular types or kinds of non-profit radio programs or for particular types or kinds of non-profit activities; and such percentages of sustaining time shall be set forth as conditions of operation in each broadcast station license."

4. Amend Section 303 by adding at the end thereof, a new subsection (s), as follows:

"(s) Prescribe the ferm of any and all accounts, records and memoranda to be kept by broadcast stations. Any and all financial reports filed with the Commission shall be open for public inspection."

5. Amend subsection (b) of Section 310 of the Communications Act of 1934, as amended, by adding at the end thereof the following:

"No transfer or assignment shall be approved in which the total consideration to be paid for broadcast property, tangible and intangible, exceeds the fair value of such property; Provided, that such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned."

ETHRIDGE IS NAMED TO POST IN BALKANS

MARK ETHRIDGE, vice-president and publisher of the Louisville *Courier-Journal* and *Times* and general manager of WHAS, was scheduled to arrive in Washington today (Oct. 15) to accept appointment as special envoy to study conditions in the Balkans. His appointment was announced last week by Secretary of State Byrnes.

Mr. Ethridge

After conferences at the State Dept. Mr. Ethridge will leave for his assignment. He will formulate recommendations to Secretary Byrnes for the future of the Balkan States. A former NAB president, Mr. Ethridge was named in early 1941 by the late President Roosevelt to study radio with a view of recommending a national policy to the White House.

CJCH to 5 kw

CJCH Halifax is to increase power next spring from present 1 kw to 5 kw, having obtained permission from Dept. of Transport.

FCC to Issue Permits For Radar Navigation

LIMITED number of experimental licenses for radar navigational devices will be issued under FCC policy announced Oct. 11. Policy covers only experimental Class 2 stations where it is clear facilities will be used to obtain data on needs of radar navigational service and aid in formulating regulations.

No licenses have yet been issued except for wartime experimental activities of the Government. Several bands above 25 mc are available for radio aids to navigation under the FCC's allocation. Specific radar channels have not yet been designated nor have rules been promulgated. FCC makes clear that expenditures are incurred at risk of allocation changes.

BIG EARS ON LITTLE PITCHERS MEAN BIG AUDIENCES ON KCMO

Of five children's programs listed as favorites in a recent poll of listening habits in Kansas City schools, KCMO carries four. First, second, third and fifth choice went to children's programs on KCMO. That's a case where little pitchers have big ears and that means big audiences. If you have a product that calls for widespread recognition among youngsters, KCMO can and will reach them for you.

An important segment of daytime radio over KCMO, these children's programs point to a trend that's becoming more pronounced daily: KCMO, backed by availabilities and low cost per radio home, is the daytime radio buy in the greater Kansas City market. A call at your nearest John E. Pearson office will deliver KCMO daytime availabilities.

5000 WATTS

KANSAS CITY KCMO

Basic Station AMERICAN Broadcasting Co.

Represented by JOHN E. PEARSON CHICAGO NEW YORK KANSAS CITY

HOLLISTER

CRYSTALS

QUARTZ OSCILLATORS SINCE 1927

HOLLISTER CRYSTAL CO.

Boulder, Colorado

ILGWU

(*Continued from page 20*)

sands to see and hear, by merely turning a dial, where formerly only hundreds (after paying an admission price) could see and hear. FM will be one of the media which will enable the widest dissemination of culture, education, and art. . . .

"FM gives radio broadcasting the great opportunity to become the local town meeting hall, the local musical hall, the local drama center. It will permit the ILGW affiliates to give to the community at large what formerly was confined to the members. The moral and financial aid of the ILGW will be at the disposal of the local applicants which will be the licensees and have control over station policy. These local groups will do an outstanding job in public service programming. . . ."

The Union informed the Commission it "will not attempt to see how much money it can net" from the operations, that it "knows and will honor the fact that the principal commodity it will use as a licensee are the air wages, which are a public commodity, owned by its listeners", and that it will use these air waves "for the primary purpose of bettering the lives of its listeners."

As an illustration of the program structure proposed for the various stations, the union exhibited the schedule tentatively planned for Chattanooga. Public service programs would include classical, semi-classical and folk, and dance music; hourly news bulletins, four 15-minute, and six 5-minute news programs daily; local forum; religious programs; gifted music student recitals.

The station's daily schedule would include a program on health (live or transcribed); market reports; 5-minute calendar of events; municipal activities; school activities (emphasizing high school and adult education); home economics and child care; cultural discussion. Weekly programs would include local dramatic offerings; local band music; youth citizenship program; local sports news; stories and plays for children.

The principal idea of the project, the union stated, "is to build a close tie-up between each station and our union organization in the locality primarily responsible for its success and all civic and educational elements in that community.

...this little station gives your message

IN THIS IMPORTANT BUYING LAKE AREA!

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

WMAM *Marinette, Wis.*

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*
JOSEPH MACKIN: *General Manager*

National Representatives: Howard A. Wilson Co.
Chicago • New York • San Francisco • Hollywood

Policies of Networks Differ On Sponsoring Labor Series

A VARIETY of network attitudes toward labor unions as program sponsors was discovered by BROADCASTING last week when it querried CBS, Mutual and NBC on the subject, following announcement of American that it had sold time to the CIO for a series of four broadcasts on its network.

American has decided that it will sell time to unions for discussions of controversial issues. NBC and CBS do not sell time for such discussions. Mutual has adopted no overall policy but will determine any requests from a union for the purchase of time on its individual merits.

Devoted to public issues relating to labor, with Philip Murray, CIO president, introducing guest speakers, the series on American will be broadcast on alternate Mondays, beginning Oct. 15. First broadcast will be 10:15-10:30 p.m., other three at 10-10:15 p.m.

In announcing sale of time for the discussion of controversial issues, Mark Woods, president of American, said: "We believe it is in keeping with the Federal Communications Act, as interpreted by the FCC, to sell time to labor unions. American proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

CBS Policy

CBS stated that it will "continue its policy of equal treatment with no discrimination among advertisers and prospective advertisers on the network. Each advertiser will be expected to present programs of interest to the listening audience, to confine his commercial message to 10% of the time of evening programs and 15% of daytime programs, and to refrain from using his time on the air for the propagation of his views on controversial public questions.

"Columbia has made available and will continue to make available, without charge, time on the air for bringing to the radio audience discussions of public questions, and believes that only by refusing to accept money for this public service is it possible to present balanced discussions of public issues by leading spokesmen."

Mutual said that if a union were to approach it with a good program that seemed to be of general interest to the listening public there seems to be no reason that it should not be accepted. The network has no hard and fast rules regarding the matter, it was said, and each case will be considered on its individual merits as it arises.

"It is not NBC's policy at present to sell time to unions for the discussion of controversial issues on the air," the network said. "It has long been NBC's policy to grant free time to unions for the discussion of such issues as they may wish to bring before the public. Equal free time is granted to those with other viewpoints. This concurrently is being done on the *American United* program which is being carried by more than two-thirds of the stations on the NBC network and on which the two major labor unions share time with farm and commerce groups."

American and Electronic Corp. of America last week gave explanations of the Nov. 30 termination of the broadcasts of William S. Gailmor on WJZ New York, key station of American under Electronic Corp. sponsorship, following the exclusive announcement of the break in the Oct. 8 BROADCASTING.

Network announced that a new series, *News of Tomorrow*, featuring foreign correspondents around the globe, will go into the 11-11:15 p.m. period on the network, seven nights a week, starting Dec. 3. Program will include five minutes of local news broadcast by individual stations followed by ten minutes of features and commentary, chiefly from overseas. In New York the new program will replace the Gailmor broadcasts, the network said, following termination Nov. 30 of the one-year contract between Electronics Corp. and WJZ for the five-a-week commentaries.

Company stated it had been "carefully considering our future advertising plans" and has "reached the conclusion that the large and loyal audience of Mr. William S. Gailmor could be more effectively and economically reached in the New York area through another outlet." Statement added that "the action of WJZ anticipated our movement to another outlet" and that negotiations for satisfactory time are now being concluded, with a definite announcement imminent.

TOTAL WAR OUTPUT EXCEEDS 10 BILLIONS

TOTAL production of electronic and communication equipment in the five war years was $10,659,000,000, according to WPB Chairman J. A. Krug, reporting Oct. 9 on "Wartime Achievements and the Reconversion Outlook."

Mr. Krug reviewed technological progress during the war, including spectacular radar achievements, and the tremendous development of the electronics industry in process control and inspection operations. Electronic and communication production increased 70 times between 1940 and 1944, Mr. Krug said, rising from $25,000,000 in the last half of 1940 to $3,700,000,000 in 1944.

Of the total output during the war years, $4,433,000,000 was radio, $3,719,000,000 radar and $2,507,000,000 other communication equipment.

Applications

(Continued from page 18)

anta, Ga., 550 kc, 1 kw, 5 kw LS U DA-N.

Jose Ramon Quinones, San Juan, P. R., 680 kc, 10 kw, U.

KXRO Inc., Aberdeen, Wash., 650 kc, CP to change freq. from 1340 to 650 kc, inc. pwr from 250 w to 1 kw, new trans and new vert ant. change trans loca.

WHIS Daily Telegraph Printing Company, Bluefield, W. Va., 1440 kc, CP to inc. pwr from 1 kw day and 500 w night to 5 kw day and night, new trans and D A for night use. chg trans loca.

Syracuse B/C Corporation, Syracuse, N. Y., 1260 kc, 5 kw, U. DA-N.

WHKK United B/C Co., Akron, Ohio, 590 kc, none given, mod license to change hours of op from L-KFI to U. H. (Daily until 11:00 p.m. EST).

WGBS The Fort Industry Co., Miami, Fla., 710 kc, CP to inc. pwr from 10 kw to 50 kw, inst. new tra, change in D. A. for day and night use and chg trans loc.

Virginia-Carolina B C Corp., Danville, Va., 1250 kc, 1 kw 5 kw-LS, U, DA-N.

Diamond State Broadcast Corp., Dover, Del., 1340 kc, 250 w, U.

WLAP American B C Corp., Lexington, Ky., 630 kc, CP to change freq. from 1450 to 630 kc inc. pwr from 250 w day and night to 5 kw day and 1 kw night, inst. new trans and D. A. for day and night use.

WFLA The Tribune Co., Tampa, Fla., 970 kc, CP to make change in D. A. for night use.

Mitchell G. Meyers, Ruben E. Aronheim, Milton H. Meyers, Waterbury, Conn., 1240 kc, 250 w, U.

Charleston B C Co., Charleston, S. C., 1550 kc, 250 w, U.

Crescent Broadcast Corp., Shenandoah, Pa., 580 kc, 1 kw, Daytime.

Beaver County Broadcasting Corp., Beaver Falls, Pa., 1360 kc, 5 kw, U DA.

KWHN Broadcasting Co. Inc., Fort Smith, Ark., 1320 kc, 1 kw 5 kw-LS, U DA-N.

Medford Printing Co., Medford, Oregon, 1230 kc, 250 w, U.

WJHP The Metropolitan Co., Jacksonville, Fla., 1320 kc, CP to inc. pwr from 250 w to 5 kw inst. new trans. and D. A. for night use. change transmitter loca.

WLOX Broadcasting Co., Biloxi, Miss., 1490 kc, 250 w, U.

H. C. Winslow, Meadville, Pa., 1490 kc, 250 w, U.

WWRL Long Island Broadcasting Corp., Woodside, N. Y., 1600 kc, CP to inc. pwr from 250 w to 5 kw inst. new transmitter and D. A. for day and night use, change trans loca.

WLEU Broadcasting Corp., Erie, Pa., 1590 kc, CP to change freq. from 1450 to 1260 kc, inc. pwr from 250 w day and night to 5 kw day and 1 kw night. inst. new trans and D. A. for night use. change trans loca.

WDAC Allen T. Simmons, Tallmadge, Ohio, 1220 kc, CP to chge freq. from 1590 to 1220 kc, inc. pwr from 5 kw to 1 kw, inst. new trans and D. A. for day and night use, chg trans loca.

The Berkshire B/C Corp., Danbury, Conn., 1490 kc, 250 w U.

Chronicle Publishing Co. Inc., Marion, Ind., 1230 kc, 250 w U.

Valdosta B C Co., Valdosta, Ga., 950 kc 1 kw 5 kw-LS, U, DA-N.

WEAU, Central B C Co., Eau Claire, Misc., 790 kc, CP to inc. pwr from 5 kw day and 1 kw night to 5 kw day and night and change in DA for night use.

WHLS Harmon LeRoy Stevens and Herman LeRoy Stevens, d/b as Port Huron B/C Co., Port Huron, Mich, 560 kc, CP to change freq. from 1450 to 560 kc. inc. pwr from 250 w to 1 kw, change trans equip and inst. DA night use.

The Augusta Chronicle Broadcasting Co., Augusta, Ga., 1340 kc, 250 w, U.

Syndicate Theatres Inc., Columbus, Ind., 1130 kc, 500 w, Daytime.

Telegram Publishing Co., Salt Lake City, Utah, 1490 kc, 250 w, U.

WAGE Inc., Syracuse, N. Y., 620 kc, 1 kw to inc. pwr from 1 kw to 5 kw. inst. new trans and change DA for night use.

The Chesapeake Radio Corp., Annapolis, Md., 1440 kc, 100 w 250 w-LS U.

Sidney H. Bliss, tr as Beloit Broadcasting Co., Beloit, Wisc., 1490 kc, 100 w.

Vermont Broadcasting Corp., Burlington, Vt., 1230 kc, 250 w, U.

KFVS Oscar C. Hirsch, tr/as Hirsch Battery and Radio Co., Cape Girardeau, Mo., 960 kc, CP to change freq. from 1500 to 960 kc, inc. pwr from 250 w to 1 kw, inst. new trans and D. A. night, change trans loca.

Chambersburg Brdg. Co., Chambersburg, Pa., 800 kc, 1 kw, Daytime.

KFXM J. C. Lee and E. W. Lee, San Bernardino, Calif., 590 kc, 1 kw, CP to change freq. from 1240 to 590 kc, inc. pwr from 250 w to 1 kw, inst. new t and DA night, ch trans loca.

WFMJ The WFMJ Broadcasting Co., Youngstown, Ohio, 1390 kc, 5 kw, CP to change freq. from 1450 to 1390 kc, inc. pow. 250 to 5 kw, inst. new trans and DA night, change tr loca (contingent on WRRN's application to change to 1440 kc).

KSD The Pulitzer Publishing Co., St. Louis, Mo., 550 kc, 5 kw D-N, inc. power from 5 kw day and 1 kw night to 5 kw day and night, inst new tr and new DA night, ch loca.

KROY Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, d/b as Royal Miller Radio, Sacramento, Cal., 1060 kc, 5 kw, CP ch freq. from 1240 to 1060 kc, inc. pwr from 250 to 5 kw, new trans and DA night, ch tr loca.

KLPM John B. Cooley, Ethel H. Cooley and Carroll W. Baker, d/b as Minot, N. D., Broadcasting Co., 940 kc, 5 kw day 1 kw night, CP ch freq from 1390 to 940 kc, inc pwr from 1 kw day and night to 5 kw day and 1 kw night, inst new t and DA night.

WLVA Lynchburg Broadcasting Corporation, Lynchburg, Va., 610 kc, 1 kw, CP to ch freq from 1230 to 610 kc, inc. pwr from 250 w to 1 kw inst. new trans and DA day and night, ch tr loca.

WBTM Piedmont Broadcasting Corp., Danville, Va., 1390 kc, 1 kw, CP ch freq 1400 to 1390 kc, inc pwr 250 w to 1 kw, new tr DA day and night, ch tr loca.

WBRY American-Republican Inc., Waterbury, Conn., 1590 kc, 5 kw, CP inc. pwr from 1 kw to 5 kw, inst. new tr, ch in DA for day and night.

WJAX City of Jacksonville, Jacksonville, Fla., 930 kc, 5 kw D-N, CP inc pwr from 5 kw day 1 kw night to 5 kw D-N, inst DA for night use.

The Metropolitan Broadcasting Service, New York, N. Y., 620 kc, 5 kw, U DA.

Central Broadcasting Corp., Flint, Mich., 600 kc, 1 kw, U DA.

Central Broadcasting Corp., Corpus Christi, Tex., 1230 kc, 250 w, U.

Frederick A. Knorr, Harvey R. Hansen and William H. McCoy, Co-partnership, d/b as Suburban Broadcasters, Dearborn, Mich., 660 kc, 1 kw, Daytime.

Angel Ramos, San Juan, P. R., 740 kc, 1 kw, Daytime.

KAIR Broadcasting Co. Inc., Wichita, Kans., 1490 kc, 250 w, U.

Radio Corp. of Cedar Rapids, Cedar Rapids, Iowa, 1450 kc, 250 w, U.

Bernard Lee Blum, Waterbury, Conn., 1240 kc, 250 w, U.

Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, a Co-partnership, d/b as Deep South Radioways, Lake City, Fla., 1340 kc, 250 w, U.

Natrona County Tribune, Casper, Wyo., 1230 kc, 250 w, U.

KROW Inc., Oakland, Cal., 960 kc, 5 kw, CP inc. pwr from 1 kw to 5 kw, ins. new trans and DA night, ch loca.

New England Broadcasting Co., Worcester, Mass., 1230 kc, 250 w, U.

Tri-State Broadcasting Corp., Evansville, Ind., 1330 kc, 5 kw, U DA.

Thomaston Broadcasting Co., Atlanta, Ga., 1550 kc 10 kw, U.

The Kentucky Broadcasting Co., Lexington, Ky., 1300 kc, 1 kw, U DA-N.

Woodrow Miller, San Bernardino, Cal., 1240 kc, 250 w, U. (Facilities to be relinquished by KFXM.) To be considered simultan. with app. for KFXM.

Omar G. Hilton and Greeley N. Hilton, d/b as Davidson County Broadcasting Co., Lexington, Ky., 1190 kc, 250 w, Daytime.

The Central Kentucky Broadcasting Co., Lexington, Ky., 1340 kc, 250 w, U.

Savannah Valley Broadcasting Co., Augusta, Ga., 1340 kc, 250 w, U.

Southeastern Mass. Broadcasting Corp., New Bedford, Mass., 1400 kc, 250 w U.

WMPS Inc., Memphis, Tenn., 680 kc, 5 kw night 10 kw day, CP ch freq. from 1460 to 680 kc, inc. pwr. from 500 w night and 1 kw day to 5 kw night 10 kw day, inst. new tr and DA for night use, ch trans loca.

The News and Observer Publishing Co., Raleigh, N. C., 850 kc, 1 kw 5 kw-LS, U. DA-N.

Moline Dispatch Publishing Co., Moline, Ill., 1450 kc, 250 w, U.

Gulfport Broadcasting Co., Inc., Pensacola, Fla., 1450 kc, 250 w, U.

Camden Broadcasting Co., Camden, N. J., 800 kc, 1 kw, Daytime.

KUOM U. of Minn., Minneapolis, Minn., 940 kc, none given, CP to change freq. from 770 to 940 kc and hrs. of op from S-WCAL to Daytime and ch trans loca.

KWFT Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, Trustee, P. K. Smith, Mrs. Claude M. Simpson Jr., Wichita Falls, Tex., 620 kc, 5 kw day and n. CP inc. pwr from 5 kw day 1 kw night to 5 kw DN, ch DA for night use.

WCFL Chicago Federation of Labor, Chicago, Ill., 1000 kc, 50 kw, CP to inc. pwr from 10 kw to 50 kw, inst new tr, ch DA day and night use.

WCAL St. Olaf College, Northfield, Minn., 770 kc, none given, CP ch hrs of op from S-KUOM to Daytime (Facilities to be relinquished by KUOM).

WRRN Frank T. Nied and Perry H. Stevens, d/b as Nied and Stevens, Warren, Ohio, 1440 kc, 5 kw, CP ch freq from 1400 to 1440 kc inc. pwr from 250 w to 5 kw, ins new tr and DA for day and night use, ch tr loca.

WDEF Broadcasting Co., Chattanooga, Tenn., 1370 kc, 5 kw day 1 kw night, CP ch freq from 1400 to 1370 kc, inc. power from 250 w day and night to 5 kw day 1 kw night, inst. new tr and DA night, ch tr loca.

Air-Time Inc., Joplin, Mo., 1230 kc, 250 w, U.

Pueblo Radio Co. Inc., Pueblo, Colo., 1230 kc, 250 w, U.

Meridian Broadcasting Co., Meridian, Miss., 1450 kc, 250 w, U.

The High Point Enterprise Inc., High Point, N. C., 830 kc, 1 kw, Daytime.

El Paso Broadcasting Co., El Paso, Texas, 1340 kc, 250 w, U.

Don C. Foote, John W. Foote, Robert E. Mulvaney, Willard Mulvaney, Horace S. Davis and Rockwood Brown, Co-partners, d/b as Billings Broadcasting Co., Billings, Mont., 1240 kc, 250 w, U.

Northern Ohio Broadcasting Co., Amherst, Ohio, 1040 kc, 1 kw, L-WHO.

Southern Illinois Broadcasting Co. Inc., Centralia, Ill., 960 kc, 1 kw, U, D-A.

Associated Electronic Enterprises, Woonsocket, R. I., 1240 kc, 250 w, U.

Radio Peoria Inc., Peoria, Ill., 970 kc, 1 kw, U, DA.

Atlantic Radio Corp., Boston, Mass., 1200 kc, 5 kw, U.

Wayne M. Nelson, Ft. Wayne, Ind., 1030 kc, 1 kw, Daytime.

Muscogee Broadcasting Co., a partnership composed of F. R. Pidcock, Sr., R. C. Dunlap, Jr., F. R. Pidcock, Jr., Beecher Hayford and James M. Wilder, Columbus, Ga., 1450 kc, 250 w, U.

WGL Farnsworth Television & Radio Corp., Fort Wayne, Ind., 1250 kc, 1 kw ch freq from 1450 to 1250 kc, inc pwr from 250 w to 1 kw, inst new tr and DA day and night, ch tr loca.

Sun County Broadcasting Co., Phoenix, Ariz., 1450 kc, 250 w, U.

E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield, George M. O'Brien, Jr., d/b as Valley Broadcasting Co., near San Jose, Cal., 1170 kc, 5 kw, U, DA.

Bay Cities Radio Corp., Santa Monica, Cal., 890 kc, 1 kw, Daytime.

Universal Broadcasting Co. Inc., Indianapolis, Ind., 1130 kc, 10 kw, U, DA.

Wabash Valley Broadcasting Corp., Terre Haute, Ind., 1350 kc, 5 kw, U, DA.

Clarence Beaman, Jr., tr as East Tennessee Broadcasting Co., Knoxville, Tenn., 1340 kc, 250 w, U.

KFAC, Los Angeles Broadcasting Co. Inc., Los Angeles, Calif., 1330 kc, 5 kw, CP inc pwr from 1 kw to 5 kw, inst new tr and DA and night and ch tr loca.

W. C. Pape, tr as Pape Broadcasting Co., Pensacola, Fla., 1450 kc, 250 w, U.

Kenneth G. Zweifel, Freeport, Ill., 1570 kc, 1 kw, daytime.

David H. Cannon, Reed E. Callister and Carroll R. Hauser, d/b as Orange County Broadcasting Co., Santa Ana, Calif., 830 kc, 5 kw, daytime.

Gillette & Jesse Gilbert Burton, Jr., a partnership, d/b as Burton Broadcasting Co., Mobile, Ala., 1340 kc, 250 w, u.

KGB Don Lee Broadcasting System, San Diego, Calif., 1360 kc, 5 kw, CP inc. pwr from 1 kw to 5 kw, ins new tr and vert ant and ch tra loca.

Old Pueblo Broadcasting Co., Tucson, Ariz., 1340 kc, 250 w, U.

Sun County Broadcasting Co., Tucson, Ariz., 1340 kc, 250 w, U.

Arkansas Valley Broadcasting Co., Fort Smith, Ark., 740 kc, 1 kw, U, DA-N.

Arkansas Airwaves Company, North Little Rock, Ark., 1450 kc, 250 w, U.

Richard T. Sampson, Banning, Cal., 1400 kc, 100 w, U.

KMPC, The Station of The Stars, Inc., Los Angeles, Cal., 710 kc, 50 kw, CP to inc pwr fr 10 kw to 50 inst new trans makes chges in DA for day & night use.

San Joaquin Broadcasters, Inc., Modesto, Cal., 1600 kc, 250 w, U.

DeHaven, Hall & Oates, Salinas, Cal., 1380 kc, 1 kw, U, DA.

L. John Miner, Taft R. Wrathall and

(Continued on page 88)

Add One to 999...

. . . and you have 1,000. Or you can count them—one by one.*

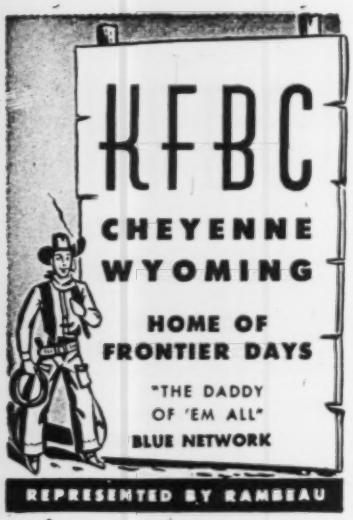
From every angle, the big fact remains that there are now 1,000 commercial broadcasting stations in the United States and Canada having the BMI license. Speaking in percentages, this figure represents 95.42% of the radio stations on this continent.

There's no secret to this consistent growth in the long list of BMI licensees. A basically sound function, intelligent and alert management, and continuous service to radio are building this progress.

* * *

* Radio Station WLEE, Richmond, Virginia, became the 1000th individual station to join the BMI family.

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood



BOSTON'S EXCLUSIVE
AMERICAN
OUTLET
WCOP
A COWLES STATION
Represented nationally by the Katz Agency

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Applications

(*Continued from page 87*)

Grant R. Wrathall, d/b as Monterey Bay Broadcast Company, Santa Cruz, Cal., 1460 kc, 500 w, U.

Arthur H. Croghan, Santa Monica, Cal., 750 kc, 1 kw, L-WSB.

The Star Broadcasting Company, Inc., Pueblo, Colo., 590 kc, 1 kw, U, DA-N.

Peninsular Broadcasting Corporation, Coral Gables, Fla., 1450 kc, 250 w, U.

WMFJ W. Wright Esch, Daytona Beach, Fla., 1090 kc, 1 kw, CP to chg freq fr 1450 to 1090 kc inc pwr from 250 w to 1 kw inst new trans and DA for night use chge tr loca.

W. R. Frier, Cartersville, Ga., 1450 kc, 250 w, U.

Northeastern Indiana Broadcasting Company, Inc., Fort Wayne, Ind., 1380 kc, 5 kw, U, DA.

Booth Radio Stations, Inc., Logansport, Ind., 1230 kc, 100 w, U.

The Gazette Company, Cedar Rapids, Iowa, 1600 kc, 5 kw, U, DA-N.

Hugh R. Norman and Arthur Malcolm McGregor, d/b as Davenport Broadcasting Co., Davenport, Iowa, 750 kc, 250 w, Daytime.

George J. Volger and John R. Rider, d/b as Muscatine Broadcasting Company, Muscatine, Iowa, 1450 kc, 100 w, U.

S. H. Patterson, Topeka, Kans., 1440 kc, 500 w 1 kw-LS, U. (Contingent on grant of app. for KVAK to change to 1200 kc)

Frankfort Broadcasting Company, Frankfort, Ky., 1490 kc, 250 w, U.

Bluegrass Broadcasting Co., Inc., Versailles, Ky., 940 kc, 1 kw, U.

The A. S. Abell Co., Baltimore, Md., 850 kc, 1 kw, U, DA.

The Templetone Radio Mfg. Corp., Boston, Mass., 1450 kc, 250 w, U. (with 250 w satellite stations at Brockton, Quincy, and Saugus, Mass., and 100 w satellite sta at Belmont, Mass.)

Booth Radio Stations, Inc., Flint, Mich., 1330 kc, 1 kw, U, DA.

Albert S. Drohlich and Robert A. Drohlich, d/b as Drohlich Brothers, Flint, Mich., 1470 kc, 1 kw, U, DA.

Booth Radio Stations, Inc., Grand Rapids, Mich., 1470 kc, 1 kw, U. DA.

Booth Radio Stations, Inc., Kalamazoo, Mich., 930 kc, 1 kw, U, DA.

Booth Radio Stations, Inc., Lansing, Mich., 1360 kc, 1 kw, U, DA.

Booth Radio Stations, Inc., Saginaw, Mich., 550 kc, 1 kw, U, DA.

Paul D. P. Spearman, Jackson, Miss., 620 kc, 1 kw, 5 kw-LS, U, DA-N.

Glens Falls Publicity Corporation, Glens Falls, N. Y., 1450 kc, 250 w, U.

Queen City Broadcasting, Inc., Cincinnati, Ohio, 630 kc, 5 kw, U, DA.

Scripps-Howard Radio, Inc., Cleveland, Ohio, 1300 kc, 5 kw, U, DA.

Parkersburg Sentinel Company, Marietta, Ohio, 1340 kc, 250 w, U.

Lake Erie Broadcasting Co., Sandusky, Ohio, 1450 kc, 250 w, U.

The Bethlehem's Globe Publishing Company, Bethlehem, Pa., 1100 kc, 250 w, Daytime.

Airplane & Marine Instruments, Inc., Clearfield, Pa., 1490 kc, 250 w, U.

Easton Publishing Company, near Easton, Pa., 1230 kc, 250 w, U.

Rahall Broadcasting Co., Inc., Norristown, Pa., 1110 kc, 500 w, Daytime.

John M. Rivers, Charleston, S. C., 1390 kc, 5 kw, CP to inc pwr fr 1 kw day and 500 w night to 5 kw D-N inst new trans and DA for night use chge trans loca.

James Valley Broadcast Company, Huron, S. D., 1400 kc, 250 w, U.

Howard W. Davis, tr/as The Walmac Company, Austin, Tex., 1240 kc, 250 w, U.

Radio Station KEEW, Ltd., Brownsville, Tex., 910 kc, 1 kw, CP to chg freq from 1490 to 910 kc inc pwr from 250 w day and 100 w night to 1 kw D-N inst new trans and DA for D-N use.

Howard W. Davis, tr/as The Walmac Company, Corpus Christi, Tex., 1230 kc, 250 w, U.

Lee Segall Broadcasting Co., Houston, Tex., 790 kc, 1 kw, Daytime.

G. H. Nelson, Wendell Mayes, and C. C. Woodson, d/b as Lubbock County Broadcasting Company, Lubbock, Tex., 790 kc, 1 kw, U, DA-N.

Leo E. Owens, McAllen, Tex., 620 kc, 1 kw, Daytime.

Ben Nedow, tr/as Ector County Broadcasting Co., Odessa, Tex., 1450 kc, 250 w, U.

Howard W. Davis, tr/as The Walmac Company, San Antonio, Tex., 630 kc, 5 kw day, 1 kw night, CP chg freq from 1240 to 630 kc inc pwr from 250 w day and night to 5 kw day 1 kw night inst new trans & DA for night use chg trans loca.

United Broadcasting Company, Ogden, Utah, 960 kc, 250 w, U.

WSAZ, Inc., Huntington, W. Va., 930 kc, 5 kw day, 1 kw night, CP to inc pwr from 1 kw day & night to 5 kw day & 1 kw night emp. DA night and inst new trans.

Evening Journal Publishing Co., Martinsburg, W. Va., 1490 kc, 250 w, U.

Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman, d/b as Tuscaloosa Broadcasting Company, Tuscaloosa, Ala., 1450 kc, 250 w, U.

KVEC, Christina M. Jacobson, tr/as The Valley Electric Co., San Louis Obispo, Cal., 920 kc, 1 kw day, 500 w night, CP chg freq from 1230 to 920 kc inc pwr from 250 w day and night to 1 kw day and 500 w night inst. new trans and vert. ant.

Edmund Scott, Gordon D. France, Hugh H. Smith and Merwyn F. Planting, a partnership, d/b as San Mateo County Broadcasters, San Mateo, Calif., 1050 kc, 250 w, Daytime.

Southern Media Corp., Coral Gables, Fla., 1400 kc, 250 w, U.

Garvice D. Kincaid, Lexington, Ky., P. O. Hernando Bldg., 1340 kc, 250 w, U. T—to be determined, Lex., Ky. S—to be determined, Lex., Ky.

Kennebec Broadcasting Co., Waterville, Me., 1490 kc, 250 w, U.

Russell E. Kaliher, Bemidji, Minn., 1450 kc, 250 w, U.

WRAL, Capitol Broadcasting Co., Inc., Raleigh, N. C., 620 kc, 5 kw day, 1 kw night, CP to chg freq fr 1240 to 620 inc pwr from 250 w D-N to 5 kw D and 1 kw N inst new trans and DA for D and N use chg trans loca.

Concord Broadcasting Corp., Concord, N. H., 1490 kc, 250 w, U.

Charles M. Dale, Concord, N. H., 1450 kc, 250 w, U.

North Jersey Radio, Inc., Newark, N. J., 1430 kc, 5 kw, U, DA-N (facilities of WBYN).

Missionary Society of St. Paul the Apostle, New York, N. Y., 1130 kc, 10 kw, U, DA (facilities of Sta WNEW).

Oklahoma Quality Broadcasting Co., a co-partnership composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott, Lawton, Okla., 1380 kc, 1 kw, CP to chg freq fr 1150 to 1380 kc inc. pwr from 250 w to 1 kw chg hrs of op from D to U inst new trans and DA for D and N use chg trans loca.

KOMA, Inc., Oklahoma City, Oklahoma, 1520 kc, 50 kw, CP to inc pwr from 5 kw to 50 kw inst new trans and DA for N use chg trans loca.

McKeesport Radio Co., McKeesport, Pa., 1360 kc, 1 kw, D.

WFIL Broadcasting Co., Philadelphia, Pa., 560 kc, 5 kw, CP to inc pwr fr 1 kw to 5 kw inst new trans and DA for D and N use chg trans loca.

Plains Radio Broadcasting Co., Amarillo, Tex., 860 kc, 10 kw D, 5 kw N, CP to chg freq fr 1440 to 860 kc inc pwr from 5 kw D & 1 kw N to 10 kw D and 5 kw N inst new trans and DA for N use chg trans loca.

Wayne M. Nelson, Rockingham, N. C., 900 kc, 1 kw, Daytime.

Maricopa Broadcasters, Inc., Phoenix, Ariz., 960 kc, 5 kw, U, DA-N.

Jose M. Sepulveda and Dr. Jose M. Rodrigues Quinones, d/b as Paradise Broadcasting Co., Mayaguez, P. R., P. O. 15 Colly Toste St., Arecibo, P. R., 1450 kc, 250 w, U. T—near Cristi St. Mayaguez, P. R. S—Dr. Basora St., No. 15, Mayaguez, P. R.

United Broadcasting Co., a co-partnership composed of George Mardikian, George Snell, Barnard Floyd Farr, S. A. Melnicoe and Alfred Aram, San Jose, Calif., P. O. 401, South 16th St., 1380 kc, 250 w, U. T—to be determined, near San Jose, Calif. S—to be determined, San Jose, Calif.

John W. Davis, Portland, Oregon, 1490 kc, 250 w, U.

William L. Klein, Oak Park, Ill., 1490 kc, 250 w, U.

Adelaide Lillian Carrell, Wichita, Kans., 1490 kc, 250 w, U.

Wade R. Sperry, Edgar J. Sperry and Josephine T. Sperry, co-partners, d/b as Daytona Beach Broadcasting Co., Daytona Beach, Fla., 1340 kc, 250 w, U.

Crescent Broadcast Corp., Philadelphia, Pa., 820 kc, 1 kw, Daytime.

The Patriot Company, Harrisburg, Pa., 580 kc, 5 kw, U, DA-N.

California Broadcasters, Inc., Bakersfield, Cal. (P. O. Box 5515, Melrose Ave., Hollywood 38, Cal.), 1460 kc, 1 kw, DA Un. T—On Belle Terrace Road near Baldwin Rd., Bakersfield, Cal. S—to be det., Bakersfield, Cal.

Radio Sales Corp., Twin Falls, Idaho (P. O. Box 536), 1450 kc, 250 w, U. T—2 mi north of Twin Falls on Blue Lakes Blvd., Idaho. S—U. S. Highway 93, two mi north of city of Twin Falls, Idaho.

WSAN Lehigh Valley Broadcasting Co., Allentown, Penna., 1470 kc, 500 w, U. CP to inc pwr from 500 w to 5 kw inst new trans and DA for night use.

Tri-Cities Broadcast Co., Florence Ala. (P. O. 301, Court St.), 1240 kc, 250 w, U. T—to be det, Florence, Ala. S—to be det, Florence, Ala.

WINN Kentucky Broadcasting Corp., Inc., Louisville, Ky., 1240 kc, 250 w, U. CP to chg freq fr 1240 to 1080 kc inc pwr from 250 w to 1 kw night and 5 kw day inst new tr and DA for D-N chg trans loca.

FM Radio & Television Corp., San Jose, Cal. (P. O. Box 987, Riverside, Cal.), 1370 kc, 500 w, 1 kw-LS, U. T—to be det, San Jose, Calif. S—to be det, San Jose, Calif.

Donald Flamm, New York, N. Y. (P. O. Box 25, Central Park West), 620 kc, 5 kw, DA, U. T—near Moonachie, N. J. S—to be det, New York, N. Y.

The Times Picayune Publishing Co., New Orleans, La. (P. O. 601, North St.), 1560 kc, 500 w, 1 kw-LS, Un. T—1624 First St., Gretna, La. S—Hibernia Bank Bldg.

Cleveland Broadcasting Inc., Cleveland, Ohio (P. O. 1708, Union Commerce Bldg.), 1300 kc, 5 kw, DA, U. T—Parma, Ohio. S—to be det, Cleveland, O.

KFDM Beaumont Broadcasting Corp., Beaumont, Texas, 560 kc, 1 kw, U, CP to inc pwr fr 1 kw to 5 kw inst new trans and DA for N ch trans loca.

Broadcasting Corporation of America, Indio, Calif. (P. O. 3401, Russell St., Riverside, Calif.), 1400 kc, 250 w, CP, Un. T—Highway 60 and So. Pacific tracks, 4½ mi nw of Indio. S—AMENDED to specify studio site as to be det, Indio, Calif.

Cur-Nan Company, Brockton, Mass. (P. O. 10, Post Office Sq., Rm 2362, Boston, Mass.), 1450 kc, Un. T—24 East Elm St., Brockton. S—24 East Elm St., Brockton.

Ohio-Michigan Broadcasting Corp., Toledo, Ohio (P. O. 542, Nicholas Bldg.), 980 kc, 5 kw, DA-N, Un, CP. T—Approx 1 mi S of Lime City, Ohio. S—to be det, Toledo, O.

Walter A. Graham, Tifton, Ga. (P. O. Texas Co.), 1300 kc, 250 w, Un.

Roderick T. Peacock, Sr., tr/as Daytona Beach Broadcasting Co., Daytona Beach, Fla. (P. O. 621, Academy Ave., Dublin, Ga.), 1340 kc, 250 w, Un. T—to be det, Daytona Beach. S—320 South Beach St., Daytona Beach, Fla.

KEX Westinghouse Radio Stations, Inc., Portland, Oregon, 1190 kc, 5 kw, U, CP to inc pwr fr 5 kw to 50 kw inst new trans and DA for N chg trans loca.

KPOW Albert Joseph Meyer, Powell, Wyo., 1260 kc, 250 w, U, CP to chg freq fr 1230 kc to 1260 kc inc pwr fr 250 w to 1 kw inst new tr and DA for night use & chg tr loca.

Bleeker P. Seaman and Carr P. Collins, Jr., d/b as Seaman and Collins, El Paso, Tex., 1340 kc, 250 w, U.

E. L. Kick and Roger B. Payne, d/b as Farwest Broadcasting Co., Bellingham, Wash., 880 kc, 1 kw, U.

Bakersfield Broadcasting Co., Bakersfield, Cal., 1490 kc, 250 w, U.

WCOC Mississippi Broadcasting Co., Inc., Meridian, Miss., 910 kc, CP to inc pwr from 1 kw day & night to 5 kw day & 1 kw night & inst new tr.

Lake Superior Broadcasting Co., Duluth, Minn., 1080 kc, 10 kw, U, DA.

KROW, Inc., Oakland, Cal., 960 kc, CP to inc pwr fr 1 kw to 5 kw inst new tr and DA for N use & chg tr loca.

KFAC Los Angeles Broadcasting Co., Inc., Los Angeles, Cal., 1330 kc, 5 kw, CP to inc pwr from 1 kw to 5 kw and install new trans & DA for D-N use.

Edisto Broadcasting Co., Orangeburg, S. C., 1450 kc, 250 w, U.

Roy A. Lundquist and D. G. Wilde, co-partners, d/b as The Skagit Valley Broadcasting Co., Mt. Vernon, Wash. (P. O. 5520, 11th Ave., NE, Seattle, Wash.), 1600 kc, 250 w. T—Route 4, Mt. Vernon, Wash. S—Route 4, Mt. Vernon, Wash. (Call KWPL reserved).

Legion Citation

SIXTEEN stations in New York state recently received a special citation from the national headquarters of the American Legion Auxiliary for their "important contribution to education, entertainment and inspiration of their communities, and in appreciation for courtesies and cooperation extended to the auxiliary". Stations were WWRL Woodside, WGBB Freeport, WWNY Watertown, WSAY, WHAM, WHEC Rochester, WENY Elmira, WEVI, WREN Buffalo, WOKO Albany, WNBF Binghamton, WJTN Jamestown, WSYR Syracuse, WGNY Newburg, WHCU Ithaca.

CBC Grants CKEY New Net Privilege

Toronto Station May Solicit American Network Shows

By JAMES MONTAGNES

REVERSING a policy set some years ago of not allowing more than one station in a city to carry the same network show simultaneously, except wartime drives and hockey broadcasts, Canadian Broadcasting Corp. has agreed to let CKEY Toronto carry any of the CBC Dominion network programs advertisers request which are also carried on CJBC Toronto [BROADCASTING, Sept. 24].

Whether other Canadian stations will demand the same right, or the CBC grant the request, is not known. The CBC unofficially feels it has not set a precedent, rather made an exception in one particular case. But it is reported that already a similar request has been made in Montreal, where CKAC is reported to have asked to be allowed to use the same sponsored show simultaneously as carried by CBF.

Expects 20 Programs

The CKEY agreement also allows the station to solicit any NBC, MBS and American net show, to carry it alone or jointly with CJBC. Many network shows are not piped into Toronto because CJBC hasn't the time, since it is a CBC-owned station and has a certain amount of sustaining evening shows of national or regional importance to carry.

CKEY expects to sell advertisers not able to find time on CJBC, planning to bring in 20 well-known United States net shows every week. Contract with CBC allows CKEY to operate in this way until CJBC goes to 50 kw in 1946.

The agreement allows CKEY to be used at the advertiser's request as the Toronto outlet of any Dominion network programs in preference to CJBC, the official key Dominion Network station. Already one program, *Music America Loves Best*, NBC-RCA Sunday afternoon show, has been transferred to CKEY from CJBC.

RCA'S NEW REPORT

Foregoes Distributor Meeting For Postwar Report

REPORT from RCA Victor management to home instrument distributors is first step in return to commercial activities and is designed to replace for the time being the convention type of meeting because of travel and hotel restriction.

Report consists of a large plastic-bound volume depicting AM and television sets and outlining FM plans. It opens with a report from Frank M. Folson, RCA Victor executive vice-president. Nine receivers comprise the "kickoff" line.

New Slogan

STEVE WILLIS, general manager of WJNO West Palm Beach, was looking for a slogan for the KJNO postwar trade paper campaign. He came up with this one: "Where Dun & Bradstreet meet Hooper and Crosley."

NETS ARE COVERING ARRIVAL OF FLEET

ARRIVAL of the Third Fleet in San Francisco Bay, Oct. 15, is being covered by network correspondents attached to the fleet and by on-the-spot descriptions.

CBS has Don Mozley speaking from the *South Dakota* on *Feature Story*, 4:45-5 p.m., and Grant Holcomb describes the scene from a Navy blimp.

Jack Mahon, MBS Pacific correspondent on the *South Dakota*, will give a roundup picture of its entry into San Francisco Bay at 3:30-3:45 p.m., and then network switches to Telegraph Hill in San Francisco for eyewitness account. Broadcast will also be made from a blimp over harbor. On-the-spot interviews are planned.

Norman Paige, American correspondent with fleet, speaks direct from one of warships, 2:30-2:45 p.m., and network also presents broadcast from blimp.

Grocery Mfgrs. Meet

GROCERY MFGRS. of America, New York, will hold its 37th annual meeting Nov. 7 and 8 at the Waldorf-Astoria, New York.

'Hometown' Series

BROADCASTING industry this week starts its second year of direct service to overseas military personnel through the *Let's Go to Town* series conducted under direction of the NAB. In a message to stations, Arthur Stringer of the NAB points out that the millions still overseas need the hometown shows more than ever. NAB supplies a kit to stations producing the programs, which are distributed by Armed Forces Radio Service. Aluminum base acetates are supplied by NAB. Some 150 programs have been produced.

Church Group's Kit

A RADIO kit designed to aid local groups throughout the United States in presenting vital issues on the United Nations Charter has been sent out by the United Council of Church Women in preparation for the annual observance of World Community Day, Nov. 2. Series of radio programs for local stations is included in kit, plus a script prepared by Luella Laudin of the General Federation of Women's Clubs and adviser on the radio committee of the United Council of Church Women.

Internship Project Will Be Expanded

Journalism Teachers Receive Experience at Stations

STATION internship project, carried out last summer under auspices of NAB's Radio News Committee and the American Assn. of Schools, Departments of Journalism, will be repeated in 1946 on a greatly expanded basis.

Ten journalism teachers served internships at stations last summer, obtaining experience for effective teaching of radio journalism. They were reimbursed for living and maintenance costs, according to Arthur Stringer, NAB director of circulation and a member of the Council on Radio Journalism, jointly formed by NAB and school association to handle the project.

Teachers and stations at which they studied were:

Everett W. Withers, Washington & Lee U., at WTIC Hartford; Archie R. Harney, U. of Idaho, at KFI Los Angeles; Frank E. Schooley, U. of Illinois, at WSYR Syracuse; Fred M. Parris, Kansas State College, at WFAA Dallas; Olaf J. Bue, Montana State U., at KVOO Tulsa; Robert Mossholder, U. of Omaha, at WOW Omaha; Elmer F. Beth, U. of Kansas, at KMBC Kansas City; Willis C. Tucker, U. of Kentucky, at WGAR Cleveland; Leonard J. Jermain and George Turnbull, both U. of Oregon, at KOIN Portland.

CBS Video Course

GENERAL training course in television for directors of CBS audio programs, to be given in 12 Monday sessions from 10 a.m. to noon, starting Oct. 15 under supervision of Worthington Miner, manager of CBS television, and with staff personnel of the CBS video station WCBW as instructors, was announced last week by Lawrence Lowman, vice-president in charge of television. Course will include camera techniques, personnel functions, control room techniques, lighting, sound, script construction, set up and direction and field tests.

Education Efforts

STATIONS WSNJ Bridgeton, WAAT Newark, WTTN Trenton, and WPAT Paterson were recently cited by Mrs. Robert Cornelison, president of New Jersey Radio Council, for their commendable efforts and service to radio education. In an article in the *New Jersey Club Woman*, Mrs. Cornelison said that careful thought should be given to the desirability of uses of FM in schools and colleges, and full advantage should be taken of opportunities that radio affords in supplementing classroom instruction.

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The PACIFIC NORTHWEST means
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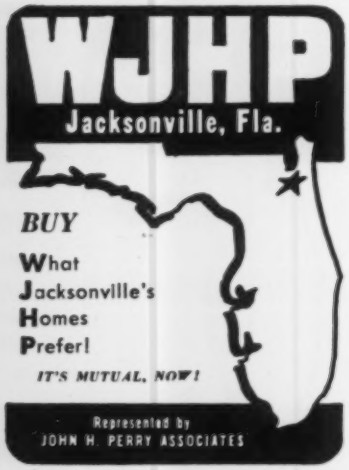

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OPA

(Continued from page 18)

for electric phonographs, fixed and variable resistors, radio parts such as radio hardware, moulded parts, terminals, shields and switches, according to OPA. As a result, final increase factors were fixed 4.5 percentage points above the interim factors.

Set manufacturers late last week were reported ready to start production as soon as parts are available. On the other hand parts makers were less optimistic. They felt it would take some time yet to file for individual increase factors, based on cost production. At any rate War Production Board's estimates of August that 3½ million sets would be produced by Christmas, is expected to be cut in half.

There appeared little likelihood that sufficient FM sets will be on the market by Jan. 1 to permit the transition from the old band (42-50 mc) to the new FM band (88-108 mc).

Meanwhile WELD Columbus, O., FM adjunct of WBNS, queried 16 set manufacturers as to when sufficient receivers will be on the market. Replies, announced last week by the station, indicate that several manufacturers plan to go ahead with two-band receivers in spite of the FCC's threat to terminate FM in the present band immediately if two-band sets are made. Generally, however, manufacturers will make one-band sets but they won't make deliveries until early next year.

Survey Results

Results of the WELD survey follow in brief:

General Electric Co.—Hope to have FM receivers available in January or February; prefer to build two-band sets.

Bendix Radio—Limited quantities in first quarter of 1946, only new-band sets.

Lear Radio Inc.—Both one and two-band sets ready early in 1946.

Howard Radio Co.—One-band sets only; delivery date not given.

Philco Corp.—Impossible to give any data at this time.

Stewart Warner Corp.—New-band sets only, by spring of 1946.

Noblitt Sparks Inc.—Production by January.

Farnsworth Telev. & Radio Corp.—One-band receivers, hope to have available early first quarter of 1946.

Zenith Radio Corp.—Too early to give definite information.

Stromberg-Carlson Co.—Two-band sets, production starting in January with quantity deliveries in February.

Garod Radio Corp.—No FM receivers for six months.

RCA—Too early to say, but hope to make deliveries starting in February; one-band sets.

Meissner—Production to start about Jan. 1.

Motorola—undetermined whether one or two-band sets; expect to start delivery latter part of year.

Emerson Radio & Phono. Corp.—Delivery date undecided; one-band receivers.

Following table shows the permanent increase factors for parts as disclosed last week, in comparison to the interim factors announced Aug. 31. Because of low interim factors, manufacturers refused to start production.

Parts Affected	*Permanent Factor*	*Interim Factor*
Coils for radio equipment	26.3%	11%
Radio transformers & chokes	16.1%	11%
Vibrators	16.1%	*
Variable condensors except mica	13.5%	9%
Speakers & Speaker parts	13.5%	9%
Fixed capacitors	16.4%	7%
Parts for elect. phonographs and radio-phono. combinations	11.5%	7%
Fixed & variable resistors	9.5%	5%
All other radio parts	9.5%	5%

*OPA erroneously omitted vibrators from interim listings Aug. 31.

'Inside Story' of WMCA Sale Is Told In Satevepost's Article on Corcoran

STORY of the sale of WMCA New York and the congressional committee investigating it is told in great detail in the current issue (Oct. 13) of the *Saturday Evening Post*. Article is the first in a series on Thomas G. Corcoran titled "The Saga of Tommy the Cork", written by Alva Johnston.

According to Mr. Johnston, Mr. Corcoran, as a friend of Edward J. Noble, tried desperately to keep the sale out of the hearings being conducted on the FCC by the Cox Committee, with Eugene L. Garey as the committee's counsel. Mr. Noble purchased WMCA from Donald Flamm. Through "personal government" indulged in by Mr. Corcoran during the New Deal's heyday, Mr. Johnston alleges that "a sort of curse . . . fell on man after man who tried to investigate the WMCA case and allied matters."

He claims that it was through Corcoran's clever politics that pressure was brought to bear upon Chairman Cox and Mr. Garey, eventually causing their resignations.

Mr. Johnston also says that "One day in 1938 Tommy telephoned to Commissioner T. A. M. Craven of the FCC, and told him that the President wanted the Commission to fire its general counsel, Hampson Gary, and put 32-year-old Dempsey in his place." Dempsey is William J. Dempsey of Dempsey & Koplovitz, "whose offices were shared by Tommy." That law firm later handled the WMCA purchase.

Mr. Dempsey was appointed the following day, the article continues; however, Mr. Craven voted against it, and later said he had had no confirmation that the President wanted the change.

The article then reports some of the "strong-arm" tactics, allegedly used by Dempsey and Corcoran to secure WMCA for Edward Noble.

Mr. Flamm now has a suit against Mr. Noble charging fraud. Hearing in New York Supreme Court is expected within a month.

NAB's 1946 Convention Will Be Held in Autumn

NAB's 1946 convention probably will be held in the autumn, according to C. E. Arney Jr., NAB secretary-treasurer, after conference last week with Office of Defense Transportation officials.

Date late in year is likely because of ODT request that organizations wait until autumn to hold conventions. Peak of military traffic is expected to be over by that time. ODT is opposed to coastal cities as sites for meetings next year. Therefore a midwestern site is certain for the NAB meeting.

BEVILLE IS NAMED TO BMB COMMTTEE

H. M. BEVILLE, director of research of NBC, has been appointed to the technical research committee of Broadcast Measurement Bureau, completing the roster of this committee which acts as consultant to the BMB board and officers in research matters. Committee, headed by A. N. Halverstadt of Procter & Gamble Co., is composed of three representatives of national advertisers, three of advertising agencies and three of broadcasters. Broadcasting group, in addition to Mr. Beville, includes Ed Evans, research director of American, and Barry Rumple, NAB research head. Committee will have its next meeting Oct. 22 at BMB headquarters in New York.

Compton Kills Rumor

REPORT that Chester J. LaRoche, vice-chairman of American who recently dropped his executive duties with the network [BROADCASTING, Sept. 24], is buying into Compton Adv., has been spiked by an official inter-office memo to all Compton employes terming the report "groundless and untrue". Memo also points out that Richard Compton, agency head, has been in England for six weeks and that any such change in company ownership during his absence is extremely unlikely.

Hard 'Consequence'

RALPH EDWARDS, who as m.c. of P & G's *Truth Or Consequences*, has given so many incredible if not impossible consequences to hapless contestants, now has one of his own to worry about: the problem of getting an ice cream cone from Hollywood to Tokyo, to fulfill the wish of a G.I. expressed during a long-distance call from the program to the Jap capital on the Oct. 6 broadcast, when contestants asked the soldiers what they most desired.

WIRED MUSIC CORP. WILL START NOV. 1

NATIONAL WIRED Music Corp., a new program service by wire lines operation scheduled to start in New York and Philadelphia about Nov. 1, has been organized by Paul Herron and Joseph Lang, owners of WIBG Philadelphia and former owners of WHOM New York before its sale to the Cowles Broadcasting Co., last year.

Mr. Herron is president of the new company, Mr. Lang is secretary and treasurer; John B. Kelly, Philadelphia industrialist, is vice-president; Dudley D. Earle, former sales manager of Muzak Corp., is vice-president and general manager.

NWMC will use world library recordings in its new service, whose clients are hotels, restaurants, offices, retail stores, banks and various industries. Service will be expanded to other cities in the future.

Curtis Spots

CURTIS PUB. Co., Philadelphia, is scheduled to start a test spot announcement campaign for its newest publication, *Holiday*, sometime this fall through Lewis & Gilman, Philadelphia.

Wallace Broadcast

ADDRESS of Henry A. Wallace, Secretary of Commerce, before the first National Marketing Forum sponsored by the National Federation of Sales Executives and the Advertising Federation of America, will be broadcast by American, at 10 p.m. Oct. 22.

Mexican Market Seen

EXPANSION of the market in Mexico for U. S. radios, parts and equipment is seen by the Bureau of Foreign & Domestic Commerce, Dept. of Commerce. Exports in 1941 exceeded $3,000,000, it was stated. Efforts of Mexican government to raise standard of living through higher wages may increase market. Mexico is believed to have nearly 700,0000 radio sets at present. It manufactures little electronics equipment, according to the Bureau. Four small factories assembled receivers from imported parts before the war.

Westinghouse and NAB Plan Meeting To Discuss Resignation of Six Outlets

DIFFERENCES between Westinghouse Radio Stations Inc. and NAB, which led to resignation last week of the six Westinghouse outlets from the association, will be discussed at a meeting of the two groups to be held sometime this week.

Westinghouse action was the culmination of years of dissatisfaction with NAB operations, the company indicated. Owning six stations — WBZ Boston, WBZA Springfield, KYW Philadelphia, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland—Westinghouse felt it had not been receiving from NAB the recognition an operation of this size deserved.

Westinghouse was further aggravated last spring by an NAB broadcast chronology in which the 1920 first-commercial-station controversy was not handled to its satisfaction. Then in the Sept. 3 issue of *Time* magazine appeared an article on the same controversy which further annoyed Westinghouse.

The company felt NAB's handling of Radio's 25th Anniversary was not fair, and NAB's handling of the *Time* article was displeasing to it.

Ex-president of NAB, J. Harold Ryan, wrote a letter correcting allegedly inaccurate statements in the magazine article, but this letter was not acknowledged nor was it published.

Westinghouse has two NAB committee chairmanships—Leslie W. Joy, KYW, chairman of Public Relations Executive Committee; John B. Conley, KEX, chairman of Committee on Office Forms & Practices.

No formal statement was issued by either NAB or Westinghouse pending the meeting this week at which proposals for settlement of differences will be discussed.

Special Events Coverage Being Planned by WBBM

WBBM-CBS Chicago hopes to be the first Chicago station to offer its audience a three-way coverage for special events, sports and news.

By April, according to J. L. Van Volkenburg, station manager, WBBM will have in operation more than 1,000 ultra-high frequency technical television projectors, strategically located in Chicago schools and business centers, as well as duplicate coverage by wire-recorder and AM.

One of its first projects, now in the negotiation stage, will be video coverage of the Chicago Cubs 1946 baseball season. WBBM will also make use of its wire-recording equipment for interviews with players and personalities, should an agreement be reached. Arrangements have also been made with Chicago Board of Education for video programs direct from classrooms as well as special broadcasts for classroom use. At least one show a day will be originated for the Chicago schools, it was reported.

All television programs will originate via portable transmitter, as the Chicago station does not believe studio programs to be practical at this date.

Kraft to Speak

REYNOLD R. KRAFT, sales manager of NBC television, will address the Bloomfield, N. J. Rotary Club, Wed., Oct. 31, on *Business Prospects for Television.*

Hollenbeck Show

DON HOLLENBECK, formerly NBC newscaster, on Oct. 22 starts news show, Monday through Saturday, 7-7:15 a.m. on WJZ New York. Prior to his NBC affiliation Mr. Hollenbeck was national affairs editor of OWI in London.

MARSHALL'S REPORT LAUDS RADIO ROLE

INCREDIBLE development of electronics during the war was an important factor in victory, General of the Army George C. Marshall, Chief of Staff, declared in his report to the Secretary of War, made public last week.

He mentioned new types of combat equipment such as electronic devices to locate enemy gun positions; direction of rockets to targets by electronic devices so that they were attracted to factories by the heat of their furnaces; radar bombsights and navigational aids.

Radar equipment developed in the United States and Great Britain was superior to that of Germany and Japan, he said, having greater range and accuracy.

McCormick to CAB

JEAN McCORMICK, research statistician of the U. of Chicago, and later with Crossley Inc., has joined the Cooperative Analysis of Broadcasting, as assistant to Jay Stanwyck, editor of CAB Reports.

ASCAP Meet

SEMI-ANNUAL membership meeting of the American Society of Composers, Authors and Publishers will take place in New York at the Ritz-Carlton Hotel on Oct. 18.

Shewell to Hill

DUNNIE SHEWELL, formerly associated in an executive capacity with Blackett-Sample-Hummert, account executive at BBDO, and executive vice-president of Beacon Chemical Corp., Philadelphia, has been appointed vice-president and sales manager of the grocery products division of Hill Advertising, New York.

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HARRY McTIGUE
General Manager

Covering Ohio's 3rd Market

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It costs no more to reach ALL of this important market
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WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

KXOK
630 KC.
ST. LOUIS
AMERICAN BROADCASTING COMPANY
5000 Watts Full Time
Represented by John BLAIR & CO.

Compensation Questionnaires To Be Mailed to All Broadcasters During Week

FCC THIS WEEK will send to all stations and networks its annual questionnaire covering employe's compensation based on the typical work week of Oct. 15. The questionnaires are to be returned by Nov. 15.

Computed annually by the Broadcast Section of the FCC's Accounting Dept., the tabulations will show average weekly compensation for both fulltime and parttime employes of networks and stations for the typical work week. Changes are contemplated in the questionnaire to cover regular time as well as overtime. The questionnaire covers employes by classes, broken down among executives in each department and nonexecutives in the various employe categories.

The weekly payroll in 1944, based on the Oct. 15 period, showed an aggregate of $1,615,126, or 18% above the preceding year.

FM Farm Co-ops

WINDFALL of applications filed last Monday with the FCC included four for FM stations which would be operated by Ohio farm cooperatives "to serve Ohio farm people with production, marketing, and other pertinent information." The applications were filed by the Ohio Council of Farm Cooperatives which said the stations would be located to cover the entire state with regular broadcast service.

ADVERTISING NEED RECOGNIZED BY OPA

OPA recognition that advertising will be more necessary than ever during the next few years is expressed in a letter from Price Administrator Chester Bowles to Paul B. West, president of the Association of National Advertisers. Replying to a letter from Mr. West calling his attention to a published statement that OPA considered advertising unnecessary, Mr. Bowles wrote:

"No one in OPA in any position of authority has had or will have any feeling that advertising shouldn't be allowed and indeed encouraged to move ahead vigorously and aggressively.

"Advertising will be more necessary than ever before in the next few years if we are going to develop the vast markets which will make a full production economy possible. There is no question about our ability to produce. The big job will be to develop markets and purchasing power to absorb the goods.

"It seems to me that sales and advertising departments in the next few years are going to be more important than they have ever been at any time."

M.J.B. Joins WCKY

MYRON J. BENNETT, whose *M.J.B.* shows were a favorite in St. Louis before he entered the service, has been released from the AAF, as captain. He has joined WCKY Cincinnati, and now has two programs daily on human interest stories, and items on civic enterprises. Mr. Bennett has been in radio since 1927.

Sumner Welles Signed

WJW Enterprises, newly organized subsidiary of WJW Cleveland for the production and distribution of syndicated radio programs, has signed a five-year contract with Sumner Welles, former Under-Secretary of State, for a weekly quarter-hour discussion of world affairs and the relationship of the United States to other nations. Series, to be distributed to stations in transcribed form, will be available for sponsorship by appropriate organizations, according to Brad Simpson, manager of WJW Enterprises.

GIMBELS WILL TEST TELEVISION IN STORE

EXTENSIVE testing of intrastore television will be undertaken by Gimbels store in Philadelphia under arrangements made with RCA Victor Division of RCA, according to Arthur C. Kaufmann, store executive head.

Complete intrastore TV equipment is being installed and will be opened to the public Oct. 24. Test is designed to show power of television as a department store selling medium. Press conference held Thursday in New York was attended by Bernard Gimbel, president of Gimbel Brothers Inc., and Frank M. Folson, RCA Victor executive vice-president.

Theme of tests will be "Television Goes to Work". Gimbels hopes to apply a yardstick to the merchandising assistance which television can provide by a dramatic presentation of the store's merchandise. Installation in other Gimbels stores will be considered if test is successful.

First WGNB Commercial FM Music Show Slated

FIRST COMMERCIAL FM musical program debuts over WGNB Chicago, Oct. 17, 8-8:30 p.m. (CDST), when Hallicrafters Co., Chicago, presents *High Fidelity Hour*. With orchestra and vocalists, program is believed to be forerunner of other commercial experiments over WGNB, WGN FM station.

While WGN executives conferred with agency and sponsor representatives in New York, broadcasts of *Human Adventure*, which switched from Wednesday to Sunday nights, 9 (EST), will not be carried by WGN originating station for next two weeks. Commercial commitments for *Stars of Tomorrow*, locally sponsored amateur program, prevent airing of *Human Adventure* at that time, station indicated.

Murder Is My Hobby, sustaining, was to debut over WGN-Mutual, effective Sunday, Oct. 14, 4-4:30 p.m. (EST).

JUNIOR Radio Workshop conducted by KYW Philadelphia was featured in Sunday section of Philadelphia Inquirer last week. Considerable attention also was given by the paper to recent script writing contest.

Nets Will Launch Bond Drive Oct. 28

Each Chain to Devote One Day To War Loan Promotion

FOUR MAJOR networks Oct. 28, at a time not yet set, will launch the Eighth War Loan Drive with special broadcasts, each network presenting its own show. In addition, each network has set aside a particular day for all broadcasts tying in with the campaign.

American has set Oct. 29 as its day for all programs to be devoted to bond sales. Plans are underway for announcements, programs and overseas pick-ups.

Starting Nov. 3, Mutual will present a series of Saturday night programs, *Victory Loan Night*, 8:30-9 p.m., through to the conclusion of the drive Dec. 8. Network will be broadcast from veterans' hospitals and present celebrities in entertainment field.

Oct. 28, Mutual will launch the drive from convalescent hospitals on East and West coasts with performances by hospitalized veterans and also overseas pick-ups. Armistice Day, Nov. 11, Mutual plans to build entire schedule from 9 a.m. to 1 a.m. the next day on drive, and carry a special *Mutual Victory Hour*, 10-11 p.m., with an all-star cast. Tom Slater, manager of special features for network, is handling program plans, assisted by Capt. Robert Jennings, AAF, assigned to network by U. S. Treasury.

Thanksgiving Day, Nov. 22, will be CBS Victory Loan Day. Plugs and outstanding broadcasts are being planned.

NBC's theme for all programs Saturday, Dec. 8, officially designated as networks' day in the Victory Bond Drive, will be *Peace Is Worth Paying For*.

TCA Organized

TELEVISION CORP. of America, a new television firm, has been organized on the West Coast with home offices at Riverside, Calif., to engage in television program production and transmission. W. [illegible] Gleeson, president of Broadcasting Corp. of America, heads the new organization.

TV APPLICATIONS AS OF OCT. 8

Akron, Ohio, United Broadcasting Co.
Albany, N. Y., General Electric Co.
Albuquerque, New Mex., Albuquerque Broadcasting Co.
Ames, Iowa, Iowa State College of Agriculture & Mech. Arts
Baltimore, Hearst Radio, Inc.
Baltimore, Maryland Broadcasting Co.
Baltimore, The Tower Realty Co.
Baltimore, Jos. M. Zamoiski Co.
Boston, E. Anthony & Sons, Inc.
Boston, Allen B. DuMont Lab., Inc.
Boston, Filene's Television, Inc.
Boston, New England Theaters, Inc.
Boston, Westinghouse Radio Stations.
Boston, The Yankee Network, Inc.
Bridgeport (6½ miles out), The Connecticut Television Co.
Buffalo, WEBR, Inc.
Chicago, American Broadcsating Co.
Chicago, Balaban & Katz Corp.
Chicago, Johnson Kennedy Radio Corp.
Chicago, National Broadcasting Co.
Chicago, Raytheon Mfg. Co.
Chicago, Zenith Radio Corp.
Chicago, WGN, Inc.
Cincinnati, Cincinnati Broadcasting Co.
Cincinnati, The Crosley Corp.
Cleveland, National Broadcasting Co.
Cleveland, Scripps-Howard Radio, Inc.
Cleveland, United Broadcasting Co.
Cleveland, The WGAR Broadcasting Co.
Cleveland, WJW, Inc.
Columbus, Central Ohio Broadcasting.
Columbus, The Crosley Corp.
Columbus, United Broadcasting Co.
Dallas, Interstate Circuit, Inc.
Dallas, KRLD Radio Corp.
Dayton, The Crosley Corp.
Denver, KLZ Broadcasting Co.
Detroit, The Evening News Assn.
Detroit, International Detrola Corp.
Detroit, The Jam Handy Organization
Detroit, King-Trendle Broadcasting.
Detroit, United Detroit Theatres Corp.
Detroit, WJR, The Goodwill Station
Fresno, Calif., J. E. Rodman
Harrisburg, Pa., Keystone Broadcasting.
Hartford, The Travelers Broadcasting Service Corp.
Hartford, The Yankee Network, Inc.
Indianapolis, The Wm. H. Block Co.
Indianapolis, Capitol Broadcasting Corp.
Indianapolis, Indianapolis Broadcasting.
Indianapolis, WFBM, Inc.
Jacksonville, Fla., Jacksonville Broadcasting Corp.
Johnstown, Pa., WJAC, Inc.
Kansas City, Mo., The Kansas City Star Co.
Lancaster (3½ miles out), Lancaster Television Corp.
Lancaster, WGAL, Inc.
Los Angeles, American Broadcasting Co.
Los Angeles, Earle C. Anthony, Inc.
Los Angeles, Consolidated Broadcasting Corp., Ltd.
Los Angeles, Fox West Coast Theaters
Los Angeles, Don Lee Broadcasting.
Los Angeles, Hughes Productions, Division of Hughes Tool Co.
Los Angeles, Metro-Goldwyn-Mayer.
Los Angeles, National Broadcasting Co.
Los Angeles, Television Productions.
Los Angeles, The Times-Mirror Co.
Los Angeles, Warner Bros. Broadcasting Corp.
Louisville, WAVE, Inc.
Miami Beach, A. Frank Katzentine
Milwaukee, Hearst Radio, Inc.
Milwaukee, The Journal Co.
Nashville, J. W. Birdwell
Newark, Bremer Broadcasting Corp.
New Orleans, Loyola University
New Orleans, Maison Blanche Co.
New York, American Broadcasting Co.
New York, Bamberger Broadcasting Service, Inc.
New York, Columbia Broadcasting System.
New York, Debs Memorial Radio Fund.
New York, Allen B. DuMont Lab. Inc.
New York, Palmer K. & Lois C. Leberman
New York, Marcus Loew Booking Agency
New York, Metropolitan Television, Inc.
New York, National Broadcasting Co.
New York, News Syndicate Co., Inc.
New York, Philco Radio & Television Corp.
New York, Raytheon Mfg. Co.
New York, Twentieth Century-Fox.
New York, WLIB, Inc.
Oklahoma City, WKY Radiophone Co.
Omaha, Radio Station WOW, Inc.
Omaha, World Publishing Co.
Philadelphia, Bamberger Broadcasting Service, Inc.
Philadelphia, Pennsylvania Broadcasting Co.
Philadelphia, Philadelphia Daily News.
Philadelphia, The Philadelphia Inquirer, a Division of Triangle Publications.
Philadelphia, Philco Radio & Television Corp.
Philadelphia, Seaboard Radio Broadcasting Corp.
Philadelphia, WCAU Broadcasting Co.
Philadelphia, WDAS Broadcasting Station, Inc.
Philadelphia, Westinghouse Radio Stations, Inc.
Philadelphia, WFIL Broadcasting Co.
Pittsburgh, Allen B. DuMont Lab. Inc.
Pittsburgh, Scripps-Howard Radio, Inc.
Pittsburgh, WCAE, Inc.
Pittsburgh, Westinghouse Radio Stations, Inc.
Portland, Oregonian Publishing Co.
Providence, E. Anthony & Sons, Inc.
Providence, The Outlet Co.
Providence, The Yankee Network, Inc.
Richmond, Va., Havens & Martin, Inc.
Riverside, Calif., The Broadcasting Corp. of America
Rochester, Stromberg-Carlson Co.
St. Louis, Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALFCO Co.
St. Louis, Globe-Democrat Pub. Co.
St. Louis, Thomas Patrick, Inc.
St. Louis, The Pulitzer Publishing Co.
St. Louis, Star-Times Publishing Co.
St. Paul, KSTP, Inc.
Salt Lake City, Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting Co.
Salt Lake City, Intermountain Broadcasting Corp.
San Francisco, The Associated Broadcasters, Inc.
San Francisco, Don Lee Broadcasting.
San Francisco, Hughes Productions, Division of Hughes Tool Co.
Seattle, Radio Sales Corp.
Spokane, Louis Wasmer, Inc.
Stockton, E. F. Peffer
Waltham, Mass., Raytheon Mfg. Co.
Washington, D. C., Bamberger Broadcasting Service, Inc.
Washington, D. C., Capital Broadcasting Co.
Washington, D. C., Allen B. DuMont Lab. Inc.
Washington, D. C., The Evening Star Broadcasting Co.
Washington, D. C., Marcus Loew Booking Agency
Washington, D. C., National Broadcasting Co.
Washington, D. C., Eleanor Patterson, tr/as The Times-Herald
Washington, D. C., Philco Radio & Television Corp.
Washington, D. C., Scripps-Howard Radio, Inc.
White Plains, N. Y., Westchester Broadcasting Corp.
Wilkes Barre, Pa., Louis G. Baltimore
Wilmington, Del., WDEL, Inc.

Promotion Men of CBS Owned Stations to Meet

PROMOTION directors of CBS-owned stations will meet at the Ritz-Carlton Hotel, New York, Oct. 15-17, for a conference on promotion plans. Meeting, presided over by Dick Dorrance, director of promotion of CBS-owned stations, will be addressed by Paul Hollister, CBS vice-president in charge of advertising and sales promotion; T. D. Connolly, director of program promotion; Harold S. Meighan, director of station administration; Richard Hess, director of research for CBS stations; Harry F. O'Brien, CBS art director, who will introduce Irving Miller, new art director for network-owned stations.

Station men will meet with the staff of Radio Sales, representative organization for network-owned stations. New York staff of the CBS-owned station promotion department will attend the three-day session. From stations will come: Guy Cunningham, WEEI Boston; Jules Dundes, WABC New York; Maurice B. Mitchell, WTOP Washington; C. W. Doebler, KMOX St. Louis; Ralph Taylor, KNX and CBS Pacific Coast network; Edward Connolly, WBT Charlotte, no longer owned by the network but still represented by Radio Sales.

KENWAY AMERICAN PROMOTION HEAD

IVOR KENWAY has been named director of advertising and promotion for American, effective immediately, succeeding Fred Smith, who resigned that position Oct. 1. Mr. Kenway joined the network in January of 1944 as assistant to the executive vice-president, entering radio after 20 years with Devoe & Raynolds Co., for whom he was director of advertising and promotion at the time of his resignation.

Mr. Kenway

After six months of working on special assignments as assistant to the executive vice-president, Mr. Kenway spent another half-year in sales promotion work for the network's affiliates, spending much of that time in the field. In November 1944, he transferred to the general network promotion department, with the job of coordinating the advertising and promotion of the network-owned stations, WJZ New York, WENR Chicago, KGO San Francisco and KECA Los Angeles. Since June of this year he has been associated with network sales.

In his new position, Mr. Kenway will report direct to Mark Woods, American president. The two divisions of the advertising and promotion department will continue to be headed by E. J. (Mike) Huber as manager of sales promotion and Theodore Oberfelter as manager of audience promotion, both reporting to Mr. Kenway.

WOV Contest

PROMOTION contest of WOV New York, for the best suggested station ad employing the two-market theme, closes Oct. 15 at midnight.

Mutual Closed Circuit

ROBERT SWEZEY, vice-president and general manager of Mutual, and Tom Harmon, All-American football star and the star of his new show, spoke Thursday over a closed circuit to kick off the show which started Oct. 13 on 60 MBS stations, Saturday 7:45-8 p.m.

Palmer to American

T. B. (Bev) PALMER, manager of KGO San Francisco, has been appointed to newly created post of American western division manager of technical operations. Headquartered in Hollywood, he takes over new assignment upon appointment of a successor at KGO. Before becoming KGO manager, Mr. Palmer was chief engineer of that station, and has been in radio for 25 years.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

In The Groove

It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

In the UTAH market
The Station That DOES Things
KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO. National Representatives

RICHMOND COVERAGE AT PETERSBURG RATES
WIRE or WRITE
WSSV
Petersburg, Virginia

Newspaper, Station Monopoly Case Heard

Stamford Hearing May Be Basis for FCC Policy

SHOULD the only newspaper in a city be permitted to own the only radio station?

To formulate a policy on this question, the FCC last week heard testimony concerning the sale of WSRR Stamford to the Western Connecticut Broadcasting Co. and, particularly, the plans of the new owner to operate the two enterprises simultaneously, if the application for transfer is approved.

The Commission was told by Kingsley A. Gillespie, who holds a 51% interest in the new company and a 14% interest in the *Stamford Advocate*, of which he is publisher and general manager, that if the transfer of the station is approved he will operate it as a completely separate entity, competing with the newspaper for advertising and news coverage. Ownership of the *Advocate* is within the Gillespie family.

Other Papers Come In

Stephen R. Rintoul, who has been operating the station since 1941, testified he received several offers from outsiders but preferred to sell to Mr. Gillespie, a prominent and civic-minded citizen of Stamford, who assured him the facility would be operated independently of the newspaper and in the best interests of the community. Sale price was $161,000.

Replying to questions by Frank Scott, counsel for Western Connecticut, Mr. Gillespie gave testimony showing that while the *Advocate* is the only newspaper published in the area other newspapers have a larger circulation. Using data of the Audit Bureau of Circulation and other evidence, he showed that the combined weekday circulation of New York and other Connecticut newspapers in Stamford Township has aggregated approximately 16,000 as compared to 14,000 for the *Advocate*.

For the city and retail trading zone, he testified, the combined circulation of outside papers totaled about 34,000 as against 16,000 for the *Advocate*. Sunday circulation of the outside papers totaled 31,275 in Stamford Township and 50,787 in the city and retail trading zone. The *Advocate* does not publish a Sunday edition.

Mr. Gillespie added that New York papers give good coverage of news in Stamford, which is 33 miles away. He said about 2,800 people in Stamford and surrounding towns were commuting to New York last August and that the number increases in winter. He cited the 1940 census figures for Stamford at 61,215 and for the city and retail trading zone at 112,000.

Asked how joint ownership of the newspaper and the station would affect the public interest, Mr. Gillespie expressed his conviction that the extent of circulation of outside papers and the intention to operate the two enterprises separately would mean more rather than less competition. He pointed out also that New York stations have big audiences in the Stamford area.

Would Scoop 'Advocate'

He said he plans to devote more programs to community activities, to give more time to municipal government, library and educational topics. He would sell less than half the station's broadcast time and use more than half for sustaining. He would spend half his time at the station.

As to news, he would increase the station's reportorial staff to provide coverage. He would retain the station's UP service and the *Advocate* would continue with AP.

Mr. Gillespie said he thought "the station ought to scoop the newspaper" during its broadcast day. Under his operation, he asserted, there would be a more intense desire to prevent the opposite from happening.

Under questioning by J. Alfred Guest, Commission attorney, he, as owner of the station, said that the advertising and news staffs will be competitive with the *Advocate*. "There will be no connection except my own," he said.

To other questions, he replied:

That he would increase the number of newscasts from five to seven.

That the station's coverage of a news event would be in no way concerned with how the *Advocate* handles the same story.

That the station's editorial policy would not necessarily be that of the *Advocate* ("I don't think a station has the same need for editorials as a newspaper").

That he contemplates no agreements, oral or otherwise, with advertisers who use both station and newspaper.

That there will be no joint rates for advertising.

That he plans to enter FM and to build a new studio.

That he proposes a daily religious program, participated in by the various churches.

That he plans to relinquish his function as general manager of the *Advocate* and eventually devote full time to the station.

Several Offers

Mr. Rintoul testified he acquired the station in 1941, lost money on it that year and in 1942, made a slight profit in 1943 and a substantial profit in 1944. He said he decided to sell the station late in 1944 largely because of uncertainties over FM and other developments and of his ability to provide the funds involved.

He said he had never offered to sell the station but had received offers from Victor Kanuth, Lou Cowan and Victor Hugo Bidal. However, he explained, he had no desire to sell the station to outsiders.

Responding to questioning by Philip Loucks, counsel, he said the primary considerations which led him to sell the station were that the offer was satisfactory, the purchaser was known to him, that the station would be operated independently of the newspaper, and that he had been uncertain as to impending FM developments.

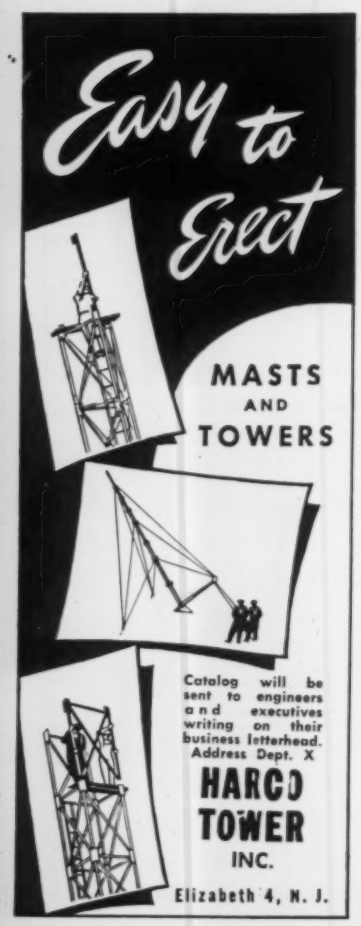
Questioned by Mr. Guest, he said his decision to sell "might have been different" had the FM picture been clearer at the time of negotiations.

Charles Russell Waterbury, president of the Stamford Chamber of Commerce, testified as a character witness for Mr. Gillespie. He cited the latter's activities in the city postwar council, public library, zoning commission, Boy Scouts, YMCA, Salvation Army, Community Chest, and as commander during the war of Stamford Harbor Patrol.

He said he knew of no newspaper that has been more fair or objective than the *Advocate*.

Grant R. Wrathall, consulting engineer, Washington, gave testimony regarding coverage of New York stations in the Stamford service area.

With the agreement of counsel for the various parties, David Deibler, Commission examiner, announced that the record would be kept open for 10 days to admit documentary evidence.


Easy to Erect
MASTS AND TOWERS
Catalog will be sent to engineers and executives writing on their business letterhead. Address Dept. X
HARCO TOWER INC.
Elizabeth 4, N. J.

Transfer of KYA Approved by FCC

Consent Also Given for Shift Of KJR to B. F. Fisher

CONSENT was granted by the FCC last week to the acquisition of control of KYA San Francisco by Mrs. Dorothy Thackrey, owner of *New York Post* and principal owner of WLIB Brooklyn, for approximate sum of $442,976. Originally negotiated in first part of year [BROADCASTING, May 21], transfer is part of deal which includes purchase of KMTR Hollywood by Mrs. Thackrey for nearly like amount. Application for latter transaction has not yet been filed.

Approaching completion of actions on duopoly ownership cases, the Commission also has granted assignment of license of KJR Seattle from Fisher's Blend Station Inc., also licensee of KOMO Seattle, to Birt F. Fisher, who exchanges his third interest in both outlets for control of KJR. No money is involved [BROADCASTING, Dec. 11, 1944].

Mrs. Thackrey, in the KYA transaction, purchases 8,720 shares of stock from present 24 stockholders in Palo Alto Radio Station Inc., KYA licensee, for sum of $46 per share, plus an additional amount per share by which current assets exceed current liabilities. KYA operates on 1260 kc with 5,000 w daytime and 1,000 w night.

Separation of KOMO and KJR was preceded by switch of call letters or facilities [BROADCASTING, April 24, 1944], with Birt Fisher acquiring KJR as 5,000 w American affiliate on 950 kc and Fisher's Blend retaining KOMO as NBC outlet operating with 5,000 w on 1000 kc. As such KOMO is slated for increase in power to 50,000 w. Toward this expansion, KOMO has expended $11,868.91 for land and additional $10,720.20 as deposit on new antenna. Over this amount it is estimated $227,410.36 will be needed to operate KOMO as a 50 kw outlet.

Until KOMO is able to acquire properties and equipment needed for the switch, station will share facilities temporarily with KJR. Separation of operating staff will be effected immediately to extent feasible, application stated.

In line with this grant, the Commission last week also extended the date for hearing on license renewal applications of the stations, now set for Oct. 15, to Nov. 1.

TV Hearing

(*Continued from page 15*)

casting be required, that only two hours be required until it has reached 20%, three hours until it has reached 30%, four hours until it has reached 40%, five hours until it has reached 50%, and six hours after it exceeds 50%.

He said he favored the proposal only as long as the inadequacy of channels in the low frequency band made it necessary, expressing confidence that use of the high frequencies will permit a great increase in metropolitan stations. "The future use of the higher frequencies will ring the curtain down on the stage we are setting here," he said, disclosing that only last Wednesday he had seen 525-line television successfully broadcast and received with "superb clarity".

Television pictures on the higher frequencies are no longer a theory but a fact, he said, apart from final propagation studies, 'not 10 years, nor five years, nor even one year after the war, but less than two months after V-J Day."

Indicative of the public desire for color television, Mr. Kesten cited a survey by a department store chain which showed that if receiving sets for this type of reception could be obtained for an additional 15% the sales would be 10 times as great.

When he was asked by Chairman Porter how he saw the prospects for returns from television programs, he replied: "We see them in color—red."

To further questioning regarding programming, he said: "Ultimately, if there isn't a happier marriage between the television broadcaster and the advertising agency, the medium will be in very bad shape."

One to Ten

When Mr. Kesten declared it would be better to have one good television program broadcast than ten hours of "dull, lack-luster programs," Chairman Porter drew laughter from the audience with the question: "Would you apply that to standard broadcasting?"

Mr. Kesten got a round of laughter when he declared that while the industry was pessimistic on the time required for better television, "CBS adopted the rule of saying as little as possible" until it could show results. Noting the audience response, he remarked that nevertheless "CBS has not issued a public statement on color television in seven months."

Goldmark Describes Tests

Dr. Goldmark described tests made by CBS of color television broadcasting last week and the type of equipment used. He said the results were "amazing" and far surpassed what was expected. He said the pictures showed "excellent detail". Broadcasting was done on 485 mc over a distance of a quarter of a mile using a signal corresponding to 1/100 of a watt. If the distance had been 40 miles it would have required only 250 w., he calculated. While he said he did not want to make any predictions in view of the recency of the tests, he asked for the cooperation of the Commission on tests over the next three or four months. He was assured the Commission would cooperate.

Joseph H. Ream, CBS vice-president, testified in support of the Commission's proposal for allocation of low-definition, low-frequency channels "because we believe what the Commission does with respect to these channels will set the basic pattern for allocation of high-definition, full-color television in the high frequencies."

He interpolated his prepared testimony to say he favored the TBA allocation plan if it provides more stations for the metropolitan centers without depriving the contiguous areas.

Mr. Ream opposed the rule preventing a network from owning a station in a town where the station is in a dominant position, pointing out that CBS was forced to sell WBT Charlotte under this rule. If applied to television, he said, the rule would prohibit a network from pioneering in a town.

He also opposed the rule limiting ownership by a licensee to five stations, suggesting it might retard nationwide television as much as any other single factor.

Woods Differs

Differing with Mr. Kesten on the 6-hour rule, Mr. Woods said the great demand for frequencies between 44 and 216 mc makes it necessary that they be used 25% of the time. While it would impose difficulties for some companies in the beginning, he said, it would stimulate purchase of receivers and hasten the time when better programs are provided and make possible commercial television on a sound basis.

He agreed that television must eventually go to the higher frequencies and declared that the sooner this is done, even with limited operating power, "the quicker will it be possible to have a truly competitive television system with the attendant benefits to both the industry and the public."

Mr. Woods proposed that operation in the 44-216 mc band be permitted for a temporary period, perhaps two years, after which the service be transferred to the 480-920 mc band, and that temporary grants be made during this time. Licensees would be required to carry on developmental work on the higher frequencies.

He further proposed that the public be given adequate notice of the projected shift and that plans be formulated within the industry whereby purchasers of receivers could be assured of liberal trade-ins on sets equipped for the high band. He suggested that consideration be given to requiring licensees to operate commercially on both bands during the interim period.

In addition he suggested that the present bands 5 and 6 (76-82 mc and 82-88 mc) be earmarked for future use by FM.

Mr. Woods told the Commission American plans on filing applications for experimental wide-band television as soon as possible.

Asked by Chairman Porter how long it would take to get equipment for television operation, Mr. Woods said the network would be able to start a station within a year after Jan. 1.

Capt. W. C. Eddy, representing Balaban & Katz Corp., owners of WBKB Chicago, opposed the 6-hour day rule on ground it would result in sacrificing quality which he regarded as the most important factor in television development.

Capt. Eddy, who was in charge of radar for the Navy in the Chicago district, said the experience of the military with radar during the war indicated that, with further development, television could be operated in the high frequencies.

TBA Proposal

The allocation plan proposed by TBA provides 59 more television stations than the FCC proposal. Cutting community channels from three to one, its exponents testified, it would permit 401 metropolitan power stations in 135 of the first 140 market districts of the U. S., compared to 342 in 120 districts under the FCC plan announced Sept. 20 and revised Oct. 3 [BROADCASTING, Sept. 24, Oct. 8]. Both plans call for community stations in practically all districts omitted in metropolitan assignments.

FCC's plan designates Channels No. 1, 12, and 13 as community channels; TBA's would set aside only Channel No. 1 for community coverage. Simple antenna directivity in "a few" (48) cases, TBA said, would help provide competitive high power assignments in more markets.

Dr. Goldsmith explained that the FCC plan specifies 40 definite and 88 possible additional community assignments, "with the understanding, of course, that many other assignments can be made in smaller communities than the 140 metropolitan districts listed." He said the TBA plan "primarily shows the metropolitan station assignments, while no exhaustive analysis as to assignment of community stations has been made."

Antenna Directivity

Regarding use of antenna directivity, TBA submitted a chart showing three kinds of directivity: a minor amount of directivity was indicated as a means of improving assignments in 14 cases; a simple dipole was indicated for 14 others, and a dipole and ground sheet for 20 cases.

"The industry plan," said Dr. Goldsmith, "provides high power stations in greater quantities in areas which can initiate and sustain a television service. It also supplies all of the smaller metropolitan districts with one or more stations. Further assignments may be made on community frequencies as well as on variously modified metropolitan power assignments to establish a thoroughly practical television industry."

City Plans

Mr. Roberts, outlining TBA's views, said "it is fully understandable that every city would desire an allocation program" permitting it to secure a television station "if it saw fit", but that "it is an unfortunate fact that the reservation of frequencies for possible authorization of such stations can not be accomplished without serious disservice to prospective television viewers in many of the same cities."

"If the public is going to be hurt by having a channel allocated and left vacant," he declared, "then that's not in the public interest." FCC Commissioner Jett replied that there has been no feeling that a channel would be left open indefinitely for the community to which it was assigned, "if the community didn't apply within a reasonable time".

Reviewing TBA's position on proposed rules, Mr. Roberts suggested a minimum of 28 hours of regular programs per week for television stations after six months' operation instead of six hours per day as proposed by FCC. He said the six-hour daily minimum would be "beyond the practical and financial capacity of newly licensed stations" but

(*Continued on page 96*)

Your Advertising Talks to 23% Greater Buying Power

The Tri-Cities market offers you VOLUME sales . . . goods worth more than $75 million pass across the counters here annually. And a major portion (52½%) of Tri-Cities' sales originates on the Illinois side, in the Moline-Rock Island zone. WHBF, the home station, is their favorite by far—as your local dealer will tell you. In all, WHBF's primary area (.5MV) reaches 1¾ million people . . . in the very heart of the rich Corn Belt.

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

FM Hearing

(*Continued from page 95*)

might be required after a year's commercial operation.

TBA found no objection to FCC's multiple-ownership rule "as written", but urged "the most liberal construction of its policy under this rule". It did object to submitting TV broadcasting to general broadcasting regulations, asserting that, unaltered, they would be "unduly restrictive and largely inapplicable . . ."

Urge Deferment

"It is the opinion of the Association," Mr. Roberts asserted, "that the Commission should defer final adoption of the rules applicable to stations engaged in network broadcasting, and leave such rules as may be adopted in a tentative status with provision for frequent review as the television industry develops."

TBA offered no suggestions to improve FCC's proposed regulation on use of common antenna sites but foresaw some local problems.

The Association expressed concern with "any suggestion" that TV stations be required to announce the use of mechanical reproductions. "An affirmative prohibition of misleading or false announcements as to the use of film or live talent in television would constitute the maximum practicable regulation," TBA's counsel said.

In station identifications, TBA asked that the industry be allowed to develop "the most appropriate use" of either or both visual or aural identification. Maximum, it said, should include both visual and aural announcement at beginning and end of broadcast day and hourly announcements by either or both means so long as they don't interfere with enjoyment of program under way.

Help Solve Problem

Mr. Trammell said he was informed the TBA channel plan would "help solve the problems facing the Commission and the industry, by permitting a greater number of channels to be assigned to many of the major metropolitan areas without substantially depriving any of the smaller communities of the service provided under the Commission plan."

Under questioning by Chairman Porter, he said he thought New York should be granted more stations even at the expense of assignments to contiguous areas if necessary, because "you've got to put as many stations as possible in the major markets." He added, however, that he thought a way could be found to provide more stations in the major areas without depriving contiguous areas of facilities. (The TBA plan calls for seven stations in New York, the FCC plan for four.)

Mr. Trammell expressed belief the Commission might in the next few years be able to make television channels available below 300 mc—possibly five or six, he said, from aviation interests, the army and navy.

He said that television, to be successful, needs from Government: (1) "an attitude of encouragement and sympathetic support" and 2) "maximum flexibility and minimum restriction in its development".

He did not object to FCC's proposal for a minimum of six hours' daily operation, saying NBC expects to develop a longer schedule if FCC grants its TV applications. Time-sharing, however, he said would be uneconomical and impractical for stations and dangerous to development of video network service.

Regarding multiple ownership he said licenses "should be issued by the Commission in particular cases as the public interest, convenience and necessity may require, and no fixed limit should be placed by the Commission on the number of stations which may be licensed to any one licensee."

NBC, he said, plans to operate regional networks and later link them together to form a national network. To do this, he asserted, NBC will need to own key stations in New York and Washington as nucleus for an East Coast network; in Chicago and Cleveland for a Middle Western network; in Los Angeles and San Francisco for a West Coast network, and in Denver as a base to start building a Rocky Mountain network which eventually will link the West Coast and Middle Western nets.

Mr. Trammel foresaw no coast-to-coast TV network in operation immediately "in view of the great expense and difficulty of transmitting network television programs by coaxial cable or radio relay stations".

He regarded wholesale application of chain broadcasting regulations to television as "a step which is likely to impose needless handicaps on a new industry", and said use of common antenna site was satisfactory if "site" means a tract of land but not if it means towers or buildings erected by private initiative.

Mr. Trammel maintained that "the public itself will be a good judge of the extent to which illusion in television programs should be carried without a label".

He suggested that station identification be made hourly, on the hour, with provision for delay if the announcement would interfere with enjoyment of a program.

Alfred J. McCosker, chairman, Bamberger Broadcasting Co. Inc., opposed the 42-hour rule and suggested a minimum of 28 hours. He said it requires at least 16 hours of advance preparation for a half-hour television program.

He said Bamberger's experience "has led us to the conclusion that for at least many months in the future it would be inordinate to require a television station to operate for more than four hours per day. A longer operating schedule will, in our opinion, definitely tend to lower the standard of the programs and, in consequence, delay the general public acceptance of television."

Streibert Testimony

Theodore C. Streibert, Bamberger president, opposed time-sharing of television channels as impracticable. If the practice were generally applied, he said, it would prevent network operations and retard development of quality programs.

He endorsed the TBA allocation plan and declared it was more important for the development of television that seven channels be assigned to New York, even if doing so deprives contiguous cities of stations. He pointed out that aside from the availabliity of talent in the larger metropolitan centers, the buying power for the purchase of sets is also concentrated.

He added that the predictions regarding high frequency television should also be taken into account in deciding on allocations in the lower channels. If the demand for facilities in smaller cities materializes sooner than expected, he said, these frequencies would then become available. He predicted that television will expand only gradually from the metropolitan centers, becoming coast to coast in not less than five years and completely national later.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs. Inc., proposed that the Commission give the industry and the public assurance that receiving sets will not be outmoded by changes of allocations. Commissioner Denny pointed out that the allocations and the hearings to formulate rules and regulations gave that assurance.

DuMont Disagrees

Dr. DuMont disagreed with Mr. Streibert's testimony as to the sale of sets under the TBA plan. Replying to a question by Harry Plotkin, asst. FCC general counsel, he said he thought more sets would be sold if there were only four stations in New York and other stations in contiguous areas.

Dr. DuMont anticipated that shortly after Jan. 1 the DuMont New York station, WABD, will carry programs originating in Washington, and by April 1 its Washington station will carry programs originating in New York.

Leonard F. Cramer, DuMont vice-president, testified that DuMont experience in station operation and equipment production indicates (1) that full-service television stations must be confined to the large centers; (2) ownership and control of at least five well-coordinated stations is essential to development of a nationwide competitive service; (3) sufficient channels should be assigned the larger metropolitan centers which can support the costly operation necessary to good programming.

Paul Raibourn, Television Productions Inc., testified that if Mr. Kesten's estimates of cost of operation are accepted, a city of 500,000 could support only one television station. He approved the TBA plan and proposed that a lower minimum be set on hours and adjusted upward as conditions permit.

James Leaman, vice-president, Lancaster Television Corp., asked that his company, which plans a station in Lancaster, be protected in the event of a shift to the high frequencies. He said he welcomed

KFMB
Sells
SAN DIEGO
LET US SELL IT FOR YOU
San Diego is a highly concentrated, exclusive market which must be covered from within to be covered right! There's an audience of 373,500 civilian people waiting for you in metropolitan San Diego. Get to them right with KFMB.
KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

UNIVERSAL RESEARCH LABORATORIES
(A Division of Universal Broadcasting Company)
Radio Engineering Consultants
1 NOB HILL CIRCLE ★ Pine and Mason Streets
DOUGLAS 5380 SAN FRANCISCO
ROYAL V. HOWARD, Director

igh definition color but "if television is to be moved upstairs in one, two or three years, we must know it now."

Myles V. Barasch, Sherron Electronics Co., approved time-sharing as economic and in the public interest. He proposed a co-operative plan whereby three stations could use the same channel, while having their own transmission facilities.

Albert F. Murray, Hughes Productions, Hollywood, Calif., applicant for stations in Los Angeles and San Francisco, asked that the Commission require directional antennas for stations proposed for Fresno in order to permit wider coverage of San Francisco.

U. A. Sanabria, president, American Television Labs. Inc., questioned the TBA plan and suggested that the first channel in each key center be given to the applicants from big business who already are engaged in AM broadcasting or who own newspapers and let them share the time on master emitters. The second and third channels would go to collective small business groups, the fourth to the theater and movie industry and the fifth to labor, educational and religious organizations.

Channel-Sharing

Ben Strouse, vice-president of Capitol Broadcasting Co., operating WWDC Washington, proposed channel-sharing and transmitter-sharing to enable the smaller stations to get into television and do a creditable public service job.

Paul Bartlett, testifying in behalf of J. E. Rodman (KFRE) Fresno, Cal., applicant for a television station, expressed fear that the smaller operator who ventures into television now faces financial ruin if the system is moved to the higher frequencies in the next few years. He said the listener would also be faced with the obsolescence of his receiver.

G. Bennett Larson, manager of WPEN and WPEN-FM Philadelphia, advocated that commercial television in the lower band be placed on a temporary basis under less exacting standards than those now proposed to enable permittees to learn the "know-how" of television operation. He also urged that the Commission encourage the use of common studio, transmitter and antenna systems by stations sharing time.

Yankee Net Spokesman

John Shepard, 3rd, Yankee Network general manager, recommended that in the interest of the public, the broadcasters and the manufacturing industry that television in the lower band be abandoned and the service be established on the higher frequencies at the earliest practicable date. If the service is to be established on the lower band, he urged it should be on a temporary basis only.

Mr. Shepard suggested the minimum operating schedule be two hours rather than six and opposed time-sharing.

A brief filed by NAB opposed the 6-hour rule as a burden few broadcasters could afford and suggested that the schedule be left to the individual licensee. It regarded time-sharing as at best a temporary expedient until additional channels can be made available.

The proposed rule regarding multiple ownership would not be in the public interest and is contrary to the spirit of the Communications Act of 1934, the brief held. As to the network regulations, NAB suggested that long term contracts would enhance the development of television and would make for stability.

The brief suggested the allocations be made flexible enough to provide for a community station assignment to any one of the 13 channels, provided proof is shown that such an assignment would not prevent the utilization of the affected channel by a station in serving an appropriate area.

TELEVISION TOWERS IN PARKS OPPOSED

POLICY on television transmitter towers in the District of Columbia will be taken up soon by the House District of Columbia Subcommittee on Fiscal Affairs. Proposals to take up legislation covering towers was considered Thursday at a subcommittee hearing, with Maj. Gen. Ulysses S. Grant 3d, National Capital Parks and Planning Commission chairman, opposing proposals by citizens that towers be placed in public parks rather than residential areas.

Television tower problem has been tossed all over the capital for several months, with the Board of Zoning Appeals having approved tower sites for Bamberger Broadcasting Co. and NBC. These sites face action by the District of Columbia Commissioners when applications for construction are filed.

JWT Exec Stresses Need Of Advertising Postwar

IN ORDER to assure employment for 57,000,000 persons during the postwar years, American advertising must be prepared to sell $145 billion in goods and services annually, double the amount purchased before December 7, 1941, Arno H. Johnson, director of media and research for J. Walter Thompson Co., New York, told 250 members of the Chicago Federated Advertising Club.

Advertising's prime job in accomplishing this task is to "sell" the American public on a higher standard of living than ever known before, Mr. Johnson declared. He added that, in his opinion, American industry is capable of producing $200 billions of goods or services on a 40-hour week employment basis.

Chicago Troubles

TIME difficulties in the Windy City have brought about two odd situations. Skip Farrell, baritone featured across the board 7:30 p.m. on *Manor House Coffee* show on WMAQ, competes with himself on WGN Thursday 7:30 p.m. *Swing's the Thing*, sponsored by Brach Candy. Until mixup is corrected at end of month, latter show is transcribed. Mary Paxton, writing star of *Wishing Well* program broadcast on WBBM for first quarter-hour and WGN for succeeding period, has 30 seconds under present time differences to sprint from Wrigley Bldg. (WBBM) to Tribune Tower (WGN).

Corwin Invocation

NORMAN CORWIN, foremost serious radio writer of CBS, will write and deliver the invocation at the annual New York *Herald Tribune* forum on Oct. 29. It will be on the general theme of the forum, *The Responsibility of Victory*.

American Program

GERARD SWOPE, honorary president of General Electric Co.; William Green, AFL president; David J. McDonald, secretary-treasurer of United Steel Workers of America (CIO), and a number of Broadway and Hollywood stars will appear Oct. 15, 9:30-9:55 p.m., on American on a special Community War Fund program.

NBC News Booklet

NBC has published "*V*", a 52-page news documentary, third of a series including "*H Hour*", published after D-Day, and "*X*", after V-E Day, recording the climactic events of World War II. Series was published and distributed by the NBC advertising and promotion departments under the supervision of Charles P. Hammond, director. With narrative, transcripts and appropriate illustrations, the final volume of the trilogy presents NBC's coverage of the final hours of the war.

News Conferences

NEW SERIES called *Meet the Press* started Oct. 5 on Mutual as an illustration of how press conferences are conducted, how reporters get their information, how they clear up confusion and produce facts, figures and down-to-earth truths. *American Mercury Magazine* collaborates with Mutual on the program, which features an expert on some general subject being interviewed by four newspapermen guests on each broadcast.

HENRY TRITSCHLER DIES AT AGE OF 69

HENRY TRITSCHLER, 69, a partner in Nelson Chesman Co., Chattanooga, for more than 35 years, died Sept. 26 at his home following a heart attack. Associated with the advertising firm for the past 56 years, he was widely known in national advertising circles.

Mr. Tritschler served several terms as Southern chairman of the American Assn. of Advertising Agents and also had been secretary.

He joined Nelson Chesman in St. Louis, remaining in the main office there until he was put in charge of a branch office in Chattanooga 35 years ago. Later he purchased the company and made Chattanooga its headquarters, closing the St. Louis office. He was sole owner until last year, when a partnership was formed. He retained an active part in direction of the company and put in a full day's work at the office the day before he died.

Born Feb. 12, 1876, in St. Louis, he was educated in the schools there and became a charter member of Lookout Mountain Fairyland Club and Lookout Mountain Golf and Country Club. He is survived by his wife, Mrs. Mary Tritschler of Chattanooga.

WHO Transfer

APPLICATION for transfer of control was filed with FCC last week by Central Broadcasting Co., licensee of WHO Des Moines, for consent to revocation of June 1943 trust agreement under which station has been controlled by trusteeship [BROADCASTING, Jan. 24, 1944]. Revocation returns 4,596 shares (51.57%) to individual holders with David Daniel Palmer, vice-president and treasurer, majority owner. Shift was occasioned by death of Killiam M. Brandon, one of trustees. No money is involved.

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
930 kilocycles, Rep. by Hollingbery

ACTIONS OF THE FCC

OCTOBER 5 TO OCTOBER 11

Decisions . . .

ADMINISTRATIVE BOARD ACTIONS

OCTOBER 8

WMC Memphis—Granted CP install new trans.

WNHC New Haven, Conn.—Granted authority to determine operating power by direct measurement of ant. power in accordance with Sec. 3.34. Licensee granted waiver Sec. 3.55 (b) and 3.60 FCC Rules & Regulations; conditions.

WHOP Hopkinsville, Ky.—Granted authority to determine operating power by direct measurement of ant. power.

KVOK Moorhead, Minn.—Same.

KWSC Pullman, Wash.—Same.

NEW-Relays Farnsworth Television & Radio Corp., area of Fort Wayne, Ind.—Granted CP new relay station; frequencies: 30820, 33740, 33820 and 37980 kc; 0.1 w. Also granted CP new portable mobile relay station; frequencies: 1645, 2090, 2190 and 2830 kc; 25 w.

WBPC Georgia School of Technology, area of Atlanta, Ga.—Granted license to cover CP new relay station to be used with WGST on 1646, 2090, 2190 and 2830 kc; 150 w.

NEW-Relay Utah Broadcasting & Television Co., area of Salt Lake City—Granted CP new relay station to be used with KUTA on 30.82, 33.74, 35.82, 37.98 mc; 17 w.

W8XCT The Crosley Corp., Cincinnati—Granted mod. CP for new developmental TV station for extension completion date only from 10-28-45 to 4-28-46. Permit granted subject to changes in frequency assignment which may result from proceedings in Docket 6651.

WEHS WHFC Inc., Chicago—Granted license to cover CP for new FM station 48.3 mc, studio and trans.: 105 W. Adams St., Chicago.

ACTIONS ON MOTIONS
(By Comr. Durr)

OCTOBER 9

KOMO KJR Fisher's Blend Station Inc., Seattle, Wash.—Commission on own motion continued hearing now set 10-15-45 to 11-1-45 on applications for license renewals.

OCTOBER 11

KOVO KOVO Broadcasting Co., Provo, Utah—Granted motion for leave to amend application for CP covering change in specifications and site for DA, and application as amended removed from hearing docket.

WTCN Minneapolis Broadcasting Co., Minneapolis—Granted motion for leave to amend application for CP; reopened record in Docket 5859 and without further hearing said amendment made part of record in docket.

The Eagle-Gazette Co., Lancaster, O.—Granted petition for leave to amend application for new station with respect to paragraphs 18 and 19.

Capitol Broadcasting Co., Nashville, Tenn.—Granted petition for leave to amend application for new station; reopened record and without further hearing amendment made part of record in Docket 6669.

WWSW WWSW Inc., Pittsburgh—Granted motion for leave to amend application; record reopened in consolidated proceeding and without further hearing amendment made part of record in Docket 6121.

WREN The WREN Broadcasting Co., Lawrence, Kan.—Granted motion for leave to amend application for CP; amendments accepted.

J. W. Birdwell, Nashville, Tenn.—Granted motion for leave to amend application; accepted amendment and record reopened and without further hearing amendment made part of record in Docket 6649.

Baron Broadcasting Co., Wilkes-Barre, Pa.—Granted petition to reopen record hertofore made in hearing on application for new station, so as to permit filing of an agreement entered into 9-15-45 between Lou Poller and Union Broadcasting Co., referring to certain litigation then pending in Lackawanna County, Pa., court, and without further hearing agreement accepted and made part of record.

Illinois Valley Broadcasting Co., Peoria, Ill.—Granted petition for leave to amend application for new station, and accepted amendment filed with petition.

Dixie Broadcasting Co., Montgomery, Ala.—Granted petition for leave to amend application for new station, accepted amendment and application as amended removed from hearing docket.

WHB WHB Broadcasting Co., Kansas City—Granted petition for leave to amend application for CP, accepted amendment, reopened record and without further hearing amendment made part of record in Docket 6022.

Durham Broadcasting Co., Durham, N. C.—Granted petition for leave to amend application for new station, accepted amendment and removed application as amended from hearing docket.

IN THE MATTER of mod. of license of WGTM Wilson, N. C.—Adopted order dismissing Order to Show Cause entered on 11-9-44, when Commission ordered WGTM to show cause at a hearing why license of station should not be mod. so as to specify 1240 kc in lieu presently assigned frequency of 1340 kc, and hearing in said Order to Show Cause consolidated with hearing on application of Durham Broadcasting Co., as amended.

ACTIONS BY COMMISSION

OCTOBER 10

WHLD The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—Placed in pending file application for CP change 1290 kc to 1200 kc and hours operation from D only to limited WOAI.

Mississippi Broadcasting Co., Macon, Miss.—Granted request for assignment of call letters WMBC.

WDZ WDZ Broadcasting Co., Tuscola, Ill.—Granted license renewal for period ending 5-1-48.

WROX Birney Imes Sr., Clarksdale, Miss.—Granted license renewal for period ending 2-1-48. Comr. Durr voted for hearing.

WJAC WJAC Inc., Johnstown, Pa.—Granted license renewal for period ending 8-1-47. Comr. Durr voted for hearing.

WTCM Midwestern Broadcasting Co., Traverse City, Mich.—Granted license renewal for period ending 8-1-47.

W2XRY Raytheon Mfg. Co., New York—Granted request for 90-day temp. authority to broadcast programs over developmental station W2XRY in accordance with Sec. 4.153(a) of Commission's Rules & Regulations.

Transfer KYA Palo Alto Radio Station Inc., San Francisco—Granted acquisition of control KYA licensee by Mrs. Dorothy S Thackrey by purchase 8,720 sh stock from present 24 stockholders at $6 per sh, plus additional amount per sh by which current assets exceed current liabilities, or approximate total of $442,976.

Applications . . .

OCTOBER 5

AMENDED Aloha Broadcasting Co., Honolulu, T. H.—CP new standard station 1400 kc 250 w unl., amended re change in trans. equip.

NEW-FM 92.9 mc The Yankee Network Inc., Boston—CP new FM station, Channel 25, coverage not specified, $67,000 est. cost. Applicant licensee of WNAC. Legal counsel-Pierson & Ball, Washington. Eng. counsel-George C. Davis, Washington.

NEW-FM 102.3 mc The Yankee Network Inc., Bridgeport, Conn.—CP new FM station, Channel 72, coverage not specified, $68,000 est. cost. Applicant licensee of WICC. Legal counsel-Pierson & Ball, Washington. Eng. counsel-George C. Davis, Washington.

NEW-FM 96.5 mc The Yankee Network Inc., Providence, R. I.—CP new FM station, Channel 43, coverage not specified, $67,000 est. cost. Applicant licensee of WEAN. Legal counsel-Pierson & Ball, Washington. Eng. counsel-George C. Davis, Washington.

NEW-FM 93.9 mc State Broadcasting Corp., Hartford, Conn.—CP new FM station. Channel 30, coverage not specified, $56,000 est. cost. Applicant licensee of WHTD and is solely owned subsidiary of The Yankee Network Inc. Legal counsel-Pierson & Ball, Washington, Eng. counsel-George C. Davis, Washington.

101.7 mc WGTR The Yankee Network Inc., Worcester, Mass.—CP change service area from 19,000 sq. mi. to "to be furnished", change 44.3 mc to Channel 69, 101.7 mc, install new equip. and change studio site from Boston to Worcester.

AMENDED W. A. Underhill and E. S. Underhill Jr. d/b The Evening Leader, Corning, N. Y.—CP new FM station, 49.7 mc, 5,213.7 sq. mi. coverage, amended to change studio site.

AMENDED National Broadcasting Co., Washington, D. C.—CP new FM station, 44.3 mc, coverage to be determined, amended to change frequency to Channel 55, 98.9 mc, and change type equip. Applicant licensee of WRC.

AMENDED John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Merdian d/b Liberty Broadcasting Co., Pittsburgh—CP new standard station 730 kc 1 kw D, amended re changes in trans. and verticle ant. and to omit request for partial grant for 250 w.

AMENDED Norfolk Broadcasting Corp., Norfolk, Va.—CP new standard station 1200 kc 250 w D, amended re changes in trans. equip.

AMENDED National Broadcasting Co., Cleveland—CP new FM station, 43.7 mc, coverage to be determined, amended to change frequency to Channel 58, 98.9 mc. Applicant licensee of WTAM.

AMENDED Susquehanna Broadcasting Co., York, Pa.—CP new FM station, 44.5 mc, 3,060 sq. mi. coverage, amended to change frequency to Channel 72, 102.3 mc, or as assigned, and make changes in trans. equip. and ant. system. Applicant licensee of WSBA.

AMENDED Washtenaw Broadcasting Co., Ann Arbor, Mich.—CP new FM station, 46.3 mc, 3,472 sq. mi. coverage, amended to change trans. site from Washtenaw County to near Ann Arbor. Applicant licensee of WPAG.

AMENDED Charleston Broadcasting Co., Charleston, W. Va.—CP new FM station, 43.5 mc, 11,525 sq. mi. coverage, amended to specify type trans. Applicant licensee of WCHS.

AMENDED Texoma Broadcasting Co., Wichita Falls, Tex.—CP new standard station 970 kc 1 kw D, amended re changes in trans. equip.

AMENDED Cecil N. Flrod, Cecil N. Elrod Jr. and S. D. Wooten Jr. d/b Murfreesboro Broadcasting Service, Murfreesboro, Tenn.—CP new standard station 1240 kc 250 w unl., amended re changes in trans. equip.

AMENDED Chas. H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy d/b Rebel Broadcasting Co., Jackson, Miss.—CP new standard station 620 kc 1 kw N 5 kw to local sunset DA-N unl., amended to change type trans.

AMENDED Jas. A. Brown, Ronald C. Johnson, Elbert B. Griffis, Bert Grasslich, Chas. H. Johnson, Wm. A. Johnson, Jas. E. Brocker, Chas. E Cross, Alden J. Woodworth, Frank E. Sater and Frank J. Beougher d/b Atlantic Shore

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Broadcasting Ltd., Coral Gables, Fla.—CP new standard station 1490 kc 250 w unl. amended to change type trans., ant. and specify studio site as Alhambra Circle and Ponce de Leon Blvd., Coral Gables.

AMENDED WGCM Broadcasting Co., Biloxie, Miss.—CP new standard station 1490 kc 250 w unl., amended to change type trans.

AMENDED Valley Broadcasting Assn. Inc., McAllen, Tex.—CP new standard station 910 kc 1 kw DA-DN unl., amended change type trans. equip. and change studio site from McAllen to Hidalgo County, Tex.

AMENDED Reno Broadcasting Co., Reno, Nev.—CP new standard station 920 kc 1 kw DA-DN unl., amended re changes in trans. equip.

AMENDED C. H. Fisher and B. N. Phillips d/b Valley Broadcasting Co., Eugene, Ore.—CP new standard station 1400 kc 250 w unl., amended re changes in trans. equip.

AMENDED KVOS KVOS Inc., Bellingham, Wash.—CP increase 250 w to 1 kw, install new trans. and DA-DN and change trans. site, amended re change type trans.

AMENDED National Broadcasting Co., Denver—CP new FM station, 43.9 mc, coverage to be determined, amended to change frequency to Channel 55, 98.9 mc. Applicant licensee of KOA.

AMENDED National Broadcasting Co., Los Angeles—CP new FM station, 44.1 mc, coverage to be determined, amended to change frequency to Channel 55, 98.9 mc.

AMENDED National Broadcasting Co., San Francisco—CP new FM station, 43.9 mc, coverage to be determined, amended to change frequency to Channel 55, 98.9 mc. Applicant licensee of KFO.

OCTOBER 8

AMENDED WJR, The Goodwill Station, Detroit—CP new commercial TV station on Channel 6, 96-102 mc, amended to change name of applicant to WJR, The Goodwill Station Inc.

AMENDED WJR, The Goodwill Station, Detroit—Mod. CP for new FM station, amended to change name of applicant to WJR, The Goodwill Station Inc.

AMENDED A. C. Neff, Savannah, Ga.—CP new standard station 1400 kc 250 w unl., amended to change type trans.

AMENDED E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua d/b Tennessee Broadcasters, Nashville, Tenn.—CP new standard station 1240 kc 250 w unl., amended re changes in trans. equip. and ant.

NEW-AM 1460 kc Fort Orange Broadcasting Co., Albany, N. Y.—CP new standard station 5 kw DA-DN unl. (Facilities of WOKO). Stock: 1,500 sh preferred ($100 par) and 1,500 sh common (no par) authorized; 1,400 sh common issued and outstanding; 1,400 sh preferred subscribed. Est. cost $69,500. Existing capital: $6,000, subscriptions $140,000. Officers: Edward J. Riley, pres., 200 sh common (14.3%); Howard M. Sager, 1st v-p, 125 sh; Harry W. Albright, treas., 50 sh; Samuel E. Aronowitz, sec., 300 sh. Others interested: Mrs. Blanche A. Bainbridge, 125 sh; George Welsh Jr., 150 sh; Floyd H. Graves, 150 sh; Dwight Marvin, 150 sh; Stephen A. Scullen, 150 sh. All hold preferred stock subscriptions equal to common stock holdings. S. E. Aronowitz, sec., counsel and 15% owner WTRY, would terminate that affiliation upon grant of application. D. Marvin, editor of Troy-Record and Times-Record, owns 2% WTRY. All others except Mrs. Bainbridge, are established businessmen in fields other than radio. Proposed programming: per month 355 hrs (65%) commercial. Legal counsel—Andrew G. Haley and Philip M. Baker, Washington. Eng. counsel—Frank H. McIntosh, Washington (P. O. 100 State St.).

NEW-AM 1490 kc The Middlesboro Broadcasting Co., Middlesboro, Ky.—CP new standard station 250 w unl. Stock: 200 sh common ($100 par) authorized, issued and outstanding. Est. cost $13,800. Existing capital $20,000. Officers: K. N. Harris, pres., third owner; A. Brener, treas. and gen. mgr., third owner; H. H. Hutcheson, sec., third owner. K. V. Harris is oil products dealer; A. Brener, public relations, and H. H. Hutcheson, city clerk and collector. Proposed programming: 60% commercial. Legal counsel—Hayes & Hayes, Washington. Eng. counsel—Commercial Radio Equipment Co., Washington (P. O. Box 500).

NEW-AM 1450 kc Permian Basin Broadcasting Co., Odessa, Tex.—CP new standard station 250 w unl. Stock: 200 sh common authorized, issued and outstanding, $100 par. Officers: James S. Key, pres., 50 sh (25%); Bernard Hanks, sec.-treas., 75 sh; Houston Harte, v-p, 75 sh. J. S. Key is in investment and insurance business; B. Hanks is pres. and 50% owner Reporter Broadcasting Co. (KRBC), v-p and 30% Big Spring Herald Broadcasting Co. (KBST), sec. and 40% Texoma Broadcasting Co. (AM applicant Wichita Falls), sec. and 24.72% Marshall Broadcasting Co. (AM applicant); H. Harte is v-p and third owner KGKL, v-p and 30% KBST, director and 24.72% North Texas Broadcasting Co. (KPLT), director and third owner Marshall Broadcasting, director and 40% Texoma Broadcasting. Est. cost $12,550. Existing capital $20,000. Proposed programming: per month 331½ hrs (55%) commercial. Eng. counsel—Commercial Radio Equipment Co., Washington. Legal counsel—Hayes & Hayes, Washington (P. O. 309 North Grant Ave., Box 686).

AMENDED Raoul A. Cortez, San Antonio—CP new standard station 1300 kc 1 kw D, amended re changes in trans. equip. and ant. and to specify studio site.

AMENDED Geo. Burne Smith and V. H. McLean d/b Gateway Broadcasting Co., Maryville, Tenn.—CP new standard station 1400 kc 250 w unl., amended re change in trans. and studio sites and change in ant.

AMENDED Radio Station WMFR, High Point, N. C—CP new FM station, 45.1 mc., 5,030 sq. mi. coverage, amended to change trans. site.

1190 kc WOWO Westinghouse Radio Stations Inc., Fort Wayne, Ind.—CP increase 10 kw to 50 kw, install new trans. and DA-N, and change trans. site from Fort Wayne to near Roanoke, Ind.

AMENDED Radio Station WJBC.

(*Continued on page 101*)

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Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Wanted—Experienced studio control man in network station east of Chicago. Send your qualifications, education and photo in first letter. Box 183, BROADCASTING.

Wanted—Licensed operator. Must be experienced and steady. Send your qualifications, education, recommendations and any small recent photograph. Network station in Great Lakes area. Box 182, BROADCASTING.

Continuity writer-experienced. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—First class radiotelephone operator for station going 5 kw soon. Some experience desirable, send references and qualifications in first letter. This is not a temporary position. Box 287, BROADCASTING.

Wanted—saleman. Outstanding station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000—$12,000 a year. Send complete details first letter, in confidence, to Box 288, BROADCASTING.

Wanted—A thoroughly experienced announcer who doesn't want to become a program director. Must be capable, steady, familiar with control board and willing to secure 3rd class license. Excellent salary and opportunity at North Carolina network local. Send transcription, details and photo Box 292, BROADCASTING.

Young lady—Experience in traffic, copy writing and general routine. Good mike voice helpful but not essential. New southern local station opening shortly. Send full details, sample copy, photo. Box 293, BROADCASTING.

Two announcers wanted—One for regional NBC New England station. Applicant to have some previous experience and proven ability; competent handling of news essential. Other announcer for progressive local station in New England. Station experience not necessary but experienced man given prior consideration. Please state salary requirements for either position. Box 295, BROADCASTING.

Engineer-announcer with first class ticket wanted. 35 hours a week announcing plus routine maintenance. 250 watt network station. Starting salary $45.00 weekly. Box 297, BROADCASTING.

Returning veterans or announcers who want chance to advance WJLD, Bessemer, Alabama offer minimum $40.00 weekly for 40 hours. Talent shows available now on open audition. Send complete information transcription if possible.

Wanted—A good announcer with first class operators license starting at $60.00 per week with substantial raises when you prove your announcing ability and character. Send transcription and description of your background and experience. Station WINC, Winchester, Virginia.

First class engineer for NBC affiliate. FM application on file. Must qualify at control and transmitter operation. Salary commensurate with experience. Thomas Phillips, Chief Engineer, Station WERC, Erie, Penna.

Wanted—Two first class transmitter operators by new 250 watter in western Penna. State salary requirements and previous experience. Expansion program planned. WDAD, Indiana, Penna.

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Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Help Wanted (Cont'd)

Wanted first class operator. $52.00 forty-eight hour week. WPAD, Paducah, Kentucky.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Sound engineer for MUZAK franchise operator in Dallas, Texas. Must be capable of installing and maintaining high fidelity electronic equipment. Write or wire Ligon Smith, 318 Construction Building, Dallas, Texas.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Announcers wanted immediately. Need all around experienced men, including control board operation. Excellent opportunity to grow with new station. Rush complete details, salary requirements and audition disc to WSSV, Petersburg, Virginia.

Rocky Mountain regional network affiliate has good position open for announcer-operator. Must be able to handle newscasts. Box 305, BROADCASTING.

3 E. E. Grads. With prime background in amateur radio, communications, broadcasting, electronics for research, design, plant and field tests applied electronics, broadcasting, communications with 18 year old firm N. Y. metropolitan area. This a rare opportunity for rapid advancement, broad development, permanent connection in exceptional environment. Want detailed and comprehensive background, status, salary requirements. Photo. Interview arranged. Correspondence held confidential, returned if required. Box 309, BROADCASTING.

Situations Wanted

Engineer-producer—Five years in broadcasting including 1½ years government broadcasting service overseas add up to most rounded experience from highly technical operation to topflight dramatic production tasks. First class phone license, married, top references. Want connection with forward looking broadcasting organization. Box 233, BROADCASTING.

Experienced announcer desires N.Y.C. station connection, does sports, news, ad lib. Available interview. Box 253, BROADCASTING.

Veteran waiting November discharge desires position progressive metropolitan station midwest. Three years Navy Radar experience. First phone license. Age 32. Married. Desire developmental AM, FM or TV. Box 257, BROADCASTING.

Ex-Naval officer, 10 years successful radio promotion, sales, publicity; direct mail, trade paper advertising, mfgr. and agency. Available Nov. 15. Qualified take charge promotion, public relations dept. Address Box 260, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-newswriter. Navy veteran, 36, married, eight years experience 5 and 50 kw stations can fill program director berth, write continuity. Familiar all phases broadcasting. Desire permanent connection with a future. Box 262, BROADCASTING.

Available—Agricultural program leader-news analyst. Experienced in individual station and network operation, sustaining and commercial. Box 269, BROADCASTING.

Television engineer—Experienced supervisor of design, installation and operation seeks responsibility for engineering department of television broadcasting organization. Box 270, BROADCASTING.

Transmitter engineer—Desires supervisory or assistant position. Fifteen years radio broadcasting. First class telephone first class telegraph licenses. Experience covers supervision operation and maintenance transmitters 500 watts to 50 kw, directive antenna system, speech input, one kw FM, facsimile, relay short wave transmitters. Box 278, BROADCASTING.

A progressive program director wants connection with progressive station. Six years experience in all phases of radio. $350. Box 282, BROADCASTING.

Does your job require varied experience? Commercials and program writing, production, timebuying background. Seven years experience in N. Y. and Hollywood ad agencies and network. Creative, ambitious, conscientious, personable. Good on contacts and organization. Ideal account executive. Ex-Red Cross Field Director, 31. Box 284, BROADCASTING.

Young radio gag writer-comedian; college training. For some agency, station or program wanting 1945 humor. Box 285, BROADCASTING.

Tag this one—Announcer well-educated, 3 years experience in news, commercials, platter shows, quizz programs, special events and control operation. Also, publicity and advertising. Available on two weeks notice for permanent position. Box 286, BROADCASTING.

Field engineer with large company seeks permanent employment on west coast. 8 years broadcasting, 3 FCC, first class license, 37, married. Box 289, BROADCASTING.

Regional and retail sales manager—with basic major network station in metropolitan market desires position as commercial manager or executive sales work with progressive major network station in smaller city. Seven years experience with impressive record. Box 294, BROADCASTING.

Announcer—Expecting Naval discharge in November. Married, sober. Experience commercials, news, controls. Also writing and production. Prefer middlewest, but go anywhere. $65 minimum. Permanent. Box 296, BROADCASTING.

Situations Wanted (Cont'd)

Man well known throughout the industry. 15 years in radio. Successful background in station representation, package programs and station management. Creative sales ability. Write 23A. 1469 Lexington Ave., New York, N. Y.

Ex Marine, 25, who pleased GI's on Guam with newscasts wants chance as staffer on small midwest station. Wire Roger Gregary, 101 N. Chester Ave., Park Ridge, Ill. Phone: Park Ridge 2109.

Experienced engineer—Now available has FM experience—Recently discharged from the Merchant Marine—1st class phone. Morton Kizner, 1372 Franklin Avenue, Bronx 56, N. Y. C.

Announcer-beginner. Honorably discharged, young, personable. Good quality voice, eager beaver. Although inexperienced; willing to learn, capable, intelligent, loyal. Go anywhere for modest salary, chance for advancement. Frank Gough, Motor Machinist Mate, First Class, Box 164, Hampton Bays, Long Island, N. Y.

Armed Forces Radio Station WVTX is absolutely best station on Iwo Jima. No other station can make that claim—there ain't any other. Proven exclusive market. Our 50 watts blankets Iwo like the volcanic ash. Trade whole works for one-way ticket to St. Louis. 2nd Lt. Lawrence Trombly, Officer in Charge WVTX. Formerly with KSD.

Veteran with one year's training at Columbia Radio College, covering all phases of radio tech. desires an announcer's position with progressive station. Age 28, married and one child. Robt. L. Armstrong, 6242 South Bishop Street, Chicago 36, Illinois.

Radio time salesman—Experience. Two years selling radio time; four years selling newspaper space. University education. Veteran World War II. New York City area preferred. Gavin O'Rourke, 105, E. 38th Street, New York, N. Y.

News writer-newscaster. Does your station need an experienced news writer, here is your dream come true. Will accept out of town, prefer N. Y. or N. J. station. Stanley Cohen, 1730 Andrews Ave., Bronx 53, N. Y.

Veteran awaiting discharge. Three years radio. Announcer, program director. 1st license. Desire announcing, PD with definite opportunity for advancement. Prefer east coast, Great Lakes area. Minimum. William T. Arrington, 1303 Locust St., Commerce, Texas.

Announcer-writer. Experienced on leading record station; also network affiliate. Programming. Now employed city desk daily newspaper. Age 30. Guarantee $85.00 weekly. William O. French, 213 South Front St., Harrisburg, Pa.

The honeymoon is over—Former dog-face seeks opening as production man, copy-writer with station or agency. Four years station experience, two years agency, sober, industrious, creative. Jim Armstrong, 1405 W. Rascher Ave., Chicago 40, Ill.

Young radio sales executive several years with present employer, interested in becoming assistant to general manager of station in city up to 300,000. Now earning $6000. Can be available January 1st. Full qualifications in first letter. Box 218, BROADCASTING.

Salesman—Twenty-five years old, unmarried, excellent educational, social and business background, experience gained at network affiliates, seeks permanent position with opportunity for advancement. Box 258, BROADCASTING.

WE WANT A "STATION PERSONALIZER"

- Some folks would call the spot "Program Director" which, perhaps, is what it actually amounts to.

The man we want may not have starred on the stage—he may not have written and produced famous network shows—he may not even have a scrap-book. BUT he knows his way around a radio station for sure! He knows the little tricks an average program director never thinks of which stamp a radio station as a leader. He knows how to work harmoniously with people and his head is not bigger than his mind. In short, we want a capable, down-to-earth experienced program man to take over a desk that offers real progress if he's intelligent, resourceful, aggressive and appreciates the employer's problems well enough to be loyal. A thorough knowledge of mail-pull is a must. We offer no "extra" talent bait; also, we're not interested in "News Specialists" or floaters.

If this possible association with a well-known station interests you, write and tell us about yourself. Time is important.

BOX 281, BROADCASTING

WANTED

Experienced Production Man

• Major market regional network station has an immediate opening for an experienced production man whose background also includes musical and dramatic production. Send full details regarding previous employment, education, salary, family. Permanent position.

BOX 298, BROADCASTING

Situations Wanted (Cont'd)

Advertising salesman—Commercial manager. Eleven years. Married, family. Veteran. Prefer southeastern states. Box 299, BROADCASTING.

Copywriter—Point discharged servicewoman. Experienced in radio advertising, women's announcing. Excellent references. Two years college. Box 300, BROADCASTING.

Announcer-writer, honorably discharged. Three years experience network affiliate stations. Conversational type voice. Commercials, and newscasting. Southern station preferred. Age 33, married. Two children. James Trippe, P. O. Box 78, Erwin, Tenn.

Station manager available for medium market station. Thoroughly experienced in every phase of operation for 12 years. General manager & sales manager for last 7 years. Public service programming favored currently by FCC has been major part of my operations for years. Pioneer with local news coverage for radio. Top sales and promotion record. Age 34, married, two children. College man. Present & past employers as references. Three years managing present station. Former manager to be discharged from service soon. Box 301, BROADCASTING.

Ist. 3 years announcing experience. 2 years N. Y. station. Commercials, newscasting, comedy, special events, production. Excellent refer. Work anywhere for suitable salary and traveling expenses. Morris Sheeler, 373 So. 2nd St., Brklyn. 11, N. Y.

If you are looking for an all-around announcer with the added advantage of plenty of expreience on personality platter shows such as all night, etc., I'm your man. Steady, dependable, excellent references. Box 302, BROADCASTING.

Radio engineer—female. Trained at four major networks—1½ years experience turntables, air shows. Some knowledge television. 3rd class ticket. Vicinity N. Y. C. Box 303, BROADCASTING.

Western United States only—Manager-editor; no selling: United States Government Official with newspaper experience and public school administration background, age 35, married and one child desires permanent position with broadcasting company. Presently employed at good salary. Wife has asthma. Box 304, BROADCASTING.

Copy editor-program director, 29, married, Naval veteran. Extensive promotion publicity experience. Desire permanent position with rep. or agency. Chicago preferred. Bill Nelson, 1734 N. Wells Chicago. Michigan 0020.

Sales promotion—Just released from Air Forces. Agency, newspaper and merchandising background. Hard worker. Single. Richard Bevan, 155 East 52nd St., New York, N. Y.

Technician, 8 years broadcasting, 2 years FCC, just discharged. Age 40, married. First class license. Prefer south or southwest. Box 306, BROADCASTING.

Commercial manager. Excellent record of sales and as sales promotion director with metropolitan independent. Background in copy, production, publicity. If you want a man with ideas who can analyze your sales problem, formulate an operational plan, and take it work, write Box 236, BROADCASTING.

Wanted to Buy

Attention station owners: Want to buy 250 watt station or controlling interest. All replies confidential. Cash. Box 283. BROADCASTING.

Wanted—RF Bridge and audio testing apparatus. Box 290, BROADCASTING.

Wanted—Complete equipment for 250 watt AM station, including 200 foot antenna. Box 291, BROADCASTING.

For Sale

For sale—1 kw Western Electric D-127 Transmitter converted to make it similar to 6-B. Box 238, BROADCASTING.

3 watt transmitter. Never used. Complete FCC data. Boxed for immediate shipment. $2,000.00. Box 254, BROADCASTING.

For sale—Collection of 400 popular records of broadcast quality. Victor, Columbia, Decca, etc. with music by the best orchestras of the last five years. Richard Bunier, 330 North Grant, West Lafayette, Indiana.

Miscellaneous

Announcer's writers', emcee's Comedy material. Catalog free. Box 29, BROADCASTING.

FCC Actions

(Continued from page 99)

Bloomington, Ill.—CP new FM station. 45.3 mc, 6.660 sq. mi. coverage, amended to omit Dorothy Charlotte McGregor from name of partnership and change frequency to Channel 47, 97.3 mc, change type tran. and changes in ant.

AMENDED National Broadcasting Co., Chicago—CP new FM station, 46.3 mc, 10,800 sq. mi. coverage, amended to change frequency to Channel 55, 98.9 mc. Applicant licensee of WMAQ.

820 kc KOL Seattle Broadcasting Co., Seattle, Wash.—CP change 1300 kc to 820 kc, increase 5 kw to 50 kw, install new trans. and DA-DN and change trans. and studio sites.

OCTOBER 9

AMENDED Methodist Radio Parish Inc., Flint, Mich.—CP new standard station 1500 kc 250 w unl., amended re coporate structure and to show new est. cost of $13,137.70 to $18,137.70. Total assets $50,702. Existing capital: loans $15,000, donations $5,000, equipment on hand $9,295. Proposed programming: per month 142 hrs (39.4%) commercial. Applicant is project of Methodist Church. Legal counsel—George O. Sutton, Washington. Eng. counsel—Grant R. Wrathall, Washington.

NEW-AM 1490 kc Commonwealth Broadcasting Corp., Danville, Ky.—CP new standard station 250 w unl. Stock: 300 sh common, authorized, issued and outstanding, $100 par. Officers: William T. Isaac, pres., 75 sh (25%); Betty Z. Russell, v-p and treas., 3 sh; David B. Highbaugh, v-p and sec., 75 sh. Remaining interest of 147 sh held by Capt. James D. Russell, Signal Corps. Est. cost $22,437.75. Existing capital same amount. W. T. Isaac, to be gen. mgr., is member of executive sales dept. of Brown & Williamson Tobacco Corp. D. B. Highbaugh, musician and teacher, is to be program director. Capt. Russell, who expects release from service, is to be chief eng. and tech. supervisor. Proposed programming: per month 310 hrs (57.3%) commercial. Legal counsel-Pierson & Ball, Washington. Eng. counsel-Grant R. Wrathall, Washington.

AMENDED Joe L. Smith Jr., Charleston, W. Va.—CP new standard station 1400 kc 250 w unl., amended re changes in trans. equip.

AMENDED Ruth Braden Weber, Edward F. Braden, George E. Mead, John H. Braden, Lala Braden Boughton and Kirke M. Beall, d/b Escambia Broadcasting Co., Pensacola, Fla.—CP new standard station 1450 kc 250 w unl., amended re changes in trans. equip.

NEW-AM 1340 kc Dorrance D. Roderick, Silver City, N. M.—CP new standard station 250 w unl. Applicant is newspaper publisher and owner-operator KROD. Est. cost $15,499. Existing capital same amount. Proposed programming: per month 118 hrs (28%) commercial. Legal counsel-Segal, Smith & Hennessey, Washington (P.O. 2201 Wyoming St., El Paso, Tex.).

NEW-AM 1230 kc Dorrance D. Roderick, Pueblo, Col.—CP new standard station 250 w unl. Est. cost $17,499. Existing capital same amount. Proposed programming, legal and eng. counsels same as Silver City application listing (P. O. also same).

NEW-AM 1450 kc Dorrance D. Roderick, Odessa, Tex.—CP new standard station 250 w unl. Est. cost $15,499. Existing capital same amount. Proposed programming, legal and eng. counsels same as Silver City application listing (P. O. also same).

AMENDED Sierra Broadcasting Co., Reno, Nev.—CP new standard station 1340 kc 250 w unl., amended to change corporate structure to show additional issuance and subscription of stock. Stock: 2,500 sh common authorized, $10 par, 1,200 sh issued and outstanding. Officers. Dana D. Little, pres., 600 sh (50%); Ralph K. Wittenberg, sec-treas. 600 sh. Both are amateur radio operators; Wittenberg is former relief operator of KOH. Est. cost $9,360. Existing capital same amount. Proposed programming: per month 192 hrs (40%) comemrcial. Eng. counsel-Robert L. Weeks, Sacramento, Cal.

OCTOBER 10

AMENDED A. Frank Katzentine, Orlando, Fla.—CP new standard station 1400 kc 250 w unl., amended to change frequency to 1420 kc, power to 5 kw DN, install DA-N, change type trans. and change trans. site.

AMENDED Mike Benton d/b General Broadcasting Co., Atlanta, Ga.—CP new standard station 640 kc 1 kw limited hours, using DA from local sunset at Los Angeles, amended to change type trans.

AMENDED Howard W. Davis, McAllen, Tex.—CP new standard station 910 kc 1 kw unl. DA-N, amended re changes in trans. equip.

AMENDED WROL Stuart Broadcasting Co., Knoxville, Tenn.—CP increase 1 kw D 500 w N to 5 kw DN, make changes in trans. equip. and DA-N, amended re changes in DA-DN (620 kc).

AMENDED KRBC Reporter Broadcasting Co., Abilene, Tex.—CP install new trans., change 1450 kc to 1470 kc, increase 250 w to 1 kw, install DA-N, amended to change requested power to 1 kw N 5 kw D, change type trans., changes in DA-N and change trans. site.

AMENDED Mid-State Broadcasting Co., Peoria, Ill.—CP new standard station 1560 kc 1 kw unl., amended to change type trans.

AMENDED Warner Bros. Broadcasting Corp., Hollywood—CP new commercial TV station, Channel 3, 66-72 mc, ESR 688, amended to change frequency to Channel 5, 76-82 mc, ESR to 1,050, change type trans. and ant. Applicant licensee KFWB.

The Best for Bestor

THIS IS where he came in department. . . . Walter Payne, engineer at WOR New York, once played the saxophone with Don Bestor's Orchestra, later gave up music to become a radio engineer. Back at his dials after more than three years in the Army, Payne's first postwar assignment at WOR was to put Don Bestor's Orchestra on the air from the Hotel McAlpin.

AWD Chairmen

RUTH CRANE of WMAL Washington, fourth district director of AWD, has announced that the following women will serve as state AWD chairmen: Elinor Lee, WTOP Washington, for District of Columbia; Melva Chernoff, WCHS Charleston, W. Va.; Bettie McCall, WCAO Baltimore, Md.; Harriet Pressley, WPTF Raleigh, N. C.; Polly Daffron, WRNL Richmond, Va., and Christie Zimmerman, WIS Columbia, S. C.

Farnsworth Names Five To Managerial Positions

FARNSWORTH Television & Radio Corp., Fort Wayne, last week announced several appointments as part of the firm's postwar program. E. S. Needler, in the radio industry since 1929, and up until now general purchasing agent for Farnsworth, has been appointed manager of the special sales products division, with headquarters in Fort Wayne. R. L. Colfax, assistant purchasing agent of the company, is now general purchasing agent, with offices in Marion, Ind.

Credit manager of Farnsworth since 1938, A. E. Sibley has been named division manager of Capehart's east central territory, supervising sales and distribution in Ohio, New York, Pennsylvania and West Virginia. His headquarters will be in Pittsburgh. Taking his place in Fort Wayne as credit manager is Wilfred H. Bryant, new to the company. Replacing the late Col. W. J. Avery as export manager is Frank Harris, who will handle export marketing for both Farnsworth and Capehart lines, working out of Fort Wayne. He is joining Farnsworth with over 20 years experience in exporting, 12 of which were spent with radio manufacturers.

St. Clair in Law Firm

LT. COL. ORLA ST. CLAIR, chief of the Special Planning Branch on staff of Chief Signal Officer, has returned to civilian life after 3½ years in the Signal Corps. On terminal leave to Dec. 24, he has formed a law partnership with Carl I. Wheat, known as Wheat, May, Shannon & St. Clair, handling general practice. He also returns to general counselship of Globe Wireless.

HELP WANTED

New local station in Portland, Maine will start construction soon. Needs chief engineer, other employees after first of year. Ex-servicemen preferred. Operator-announcers, straight announcers, commercial manager needed. If you would like to work for the newest live-wire station in the marketing center of Maine, the state with more lobsters, more ocean, more pine woods, more lakes, more fishing and more fun than any other place write Murray Carpenter, Centennial Broadcasting Co., 230 Park Ave., New York City.

SALESMAN

Leading New York station wants a hard-hitting, aggressive salesman . . . A man who is in the $10,000 to $12,000 a year bracket. Write or wire

BOX 310 BROADCASTING

OPPORTUNITY

For ambitious, young man to break into radio as a salesman in the New York market. Straight commission.

BOX 311, BROADCASTING

Engineer-Executive

15 years broadcast engineering
13 years national network
8 years supervisor
Nearly two years supervisor Radio Sales Engineering

Desire administrative or executive position, broadcast engineering, or sales engineering, broadcast and television equipment. Top references.

Salary, $7,000

BOX 308, BROADCASTING

At Deadline...

ABC HEARING NOV. 7 ON INJUNCTION PETITION

HEARING on Associated Broadcasting Corp's. motion for temporary injunction against American Broadcasting Co. over use of "ABC" in identifying network, last week was set by U. S. District Judge Michael Igo in Chicago for Nov. 7. Motion is based on Associated's contention that American's use of "ABC" constitutes "unfair competition" and is identical to suit filed earlier in Michigan but dismissed when court disclaimed jurisdiction.

McDONALD TESTIMONIAL

ARCH McDONALD, CBS Washington sportscaster, will be tendered a testimonial dinner Wednesday at Indian Spring Country Club by civic and business leaders of Silver Spring, Md. Arch won the *Sporting News* award for the third time. FCC Chairman Paul A. Porter and Secretary of Treasury Fred M. Vinson have accepted invitations to attend.

'WEBSTERS' GUESTS

FIRST Hollywood guests on WBBM-CBS produced *Those Websters*, sponsored by Quaker Oats, Fridays, will be Boris Karloff, Oct. 19, and Joe E. Brown, Nov. 2. Program, handled by Ruthrauff & Ryan, also uses well-known football stars on commercial plugs.

IRE LECTURE COURSE

SERIES of six Friday lectures on radar, sponsored by New York section, Institute of Radio Engineers, and communications group of AIEE, begins Oct. 19 at Engineering Societies Bldg., 33 West 39th St., New York. Speakers include Donald G. Fink, executive editor, *Electronics;* S. Silver, MIT Radiation Lab.; J. B. Fisk, Bell Tel. Labs.; S. E. Miller, Bell Labs.; L. J. Haworth, MIT; F. J. Gaffney, MIT.

GEORGE YOUNG PROMOTED

LT. GEORGE YOUNG, USNR, former engineer of WSPD Toledo, this week is scheduled for promotion to lieutenant commander, to take over the duties of officer in charge, Welfare Radio (AFRS), Bureau of Naval Personnel, Washington. He will succeed Lt. Charles Gilchrist, returning to civilian life. Lt. Gilchrist is former chief of radio, War Bonds Division, Treasury, and before that news and special events director of WBZ Boston. New addition to the Welfare Radio, Bureau of Naval Personnel, is Lt. Northrop Dawson, just back from 20 months in the Pacific as LCT group commander, amphibious forces. Lt. Dawson was assistant production manager of WCCO Minneapolis-St. Paul.

Closed Circuit

(Continued from page 4)

first of year. He is former assistant manager, and news and special events director of WSM Nashville. Future plans unknown.

WHEN House Committee on Un-American Activities gets into probe of commentators, look for KFI Los Angeles to be upheld by probers as "shining example" of newscasting. Committee now investigating reports that West Coast Communist groups are pressuring Government to force KFI to reinstate certain locally sponsored commentators who got caught in policy of unbiased news adopted by Earle C. Anthony outlet.

CARPENTER, GREIG INTERESTED IN PORTLAND, ME., GRANT

NEW LOCAL station in Portland, Me., to operate on 1450 kc, 250 w fulltime, was authorized last week by FCC to Centennial Broadcasting Co. Murray Carpenter, media director, Proctor & Gamble account, at Compton Advertising Inc., and Humboldt J. Greig, account executive at American Broadcasting Co., are vice-presidents and stockholders. Principal stockholder is W. T. Morris, president of American Chain & Cable Co. Station is expected to become American outlet.

NINE FM APPLICATIONS AT FCC; TWO ASK FM

APPLICATIONS announced Friday by FCC included nine for new FM and two for new standard stations. FM permits were requested by New York Sun Broadcasting Co., New York; Cur-Nan Co., Brockton, Mass.; Roy L. Albertson, Buffalo (WBNY); Radio Voice of Springfield, Springfield, O. (WIZE); Joplin Broadcasting Co., Joplin, Mo. (WMBH); Southern Illinois Broadcasting Co., Carbondale, Ill.; Lincoln Dellar, Sacramento, Cal. (KXOA); Valley Broadcasting Co., Columbus, Ga. (WDAK). Permits for AM were requested by Peoples Broadcasting Co., Lancaster, Pa.; and Frank Farris Jr., Nashville, Tenn.

BELL ELECTRONICS PLANT

WESTERN ELECTRIC Co., has purchased property and will construct electronic components plant at Allentown, Pa., as part of Bell System's 2 billion dollar postwar construction program. Plant will employ 1,500.

KNX SILVER JUBILEE

COMMEMORATING start of operations 25 years ago with 10-w transmitter, KNX Hollywood is staging week-long celebration Oct. 15-21 with special 5-minute programs presenting civic, religious and business leaders. Observance includes display of miniature 50-w transmitter, crystal sets and other early radio equipment. During week receptionists and elevator operators will be dressed in 1920 costumes.

MILLER NAMES SECRETARY

HELEN A. FRUTH, secretary to Justice Justin Miller at the U. S. Court of Appeals for the District of Columbia, continues in that capacity with Justice Miller's assumption of duties as NAB president. Before joining Justice Miller's staff, Miss Fruth was employed in the clerk's office at the court.

ON THE SPOT

WHEN Edward Rowe Snow narrates a story of early New England history on WNAC Boston and 15 Yankee stations, he'll do it direct from the spot for the new *Six Bells* program, 3-3:30 p.m. Sundays, sponsored by H. P. Hood & Sons dairy. Opening broadcast Sunday (Oct. 14) was about Capt. William Kidd, the buccaneer. Narrator Snow spoke from historic home of Capt. Thomas Paine on Conancitu Island in Narragansett Bay. Dramatic cast performed at WNAC studio.

People

CAPT. ARTHUR W. SCHARFELD, on lea from the Washington law firm of Loucks Scharfeld, returned to the U.S. on leave la week after nearly two years overseas. He stationed at Munich in Allied Military Gover ment. Holder of the bronze star and three co bat stars, Capt. Scharfeld is eligible for ina tive status.

LESLIE R. SHOPE, formerly supervisor sales promotion for Equitable Life Assuran Society, and recently returned from South Pa cific as a colonel, appointed advertising ma ager.

PETER DONALD, m.c. of Colgate-Palmolive Peet *Can You Top This* (NBC) and Borde *County Fair* (American), scheduled to discus "How to Put the Show in Showmanship" Direct Mail Roundtable luncheon Oct. 19 Roosevelt Hotel, New York.

JAY PALEY, uncle of CBS President Wi liam S. Paley and a large CBS stockholder, ha purchased the two-year-old bay colt "Imro from H. D. Ulmer.

JOHN SWALLOW, former NBC progra manager in Hollywood, appointed Hollywo production head for 1946 March of Dim Campaign.

ROYAL ARCH GUNNISON, MBS war co respondent, will be guest speaker Oct. 17 celebrity luncheon of Advertising Club of Ne York.

MARK WOODS, American president, slate for business trip to Chicago Wednesday.

LT. COMDR. CHARLES (Nate) PUMPIA former media director of Henri, Hurst & M Donald, Chicago, has returned to agency head merchandising after 3½ years in Nav

DOL BRISSETTE, former musical director WTAG Worcester, named acting progra production manager, succeeding David Harris who joined WOL Washington.

RICHARD R. HILL, former Young & Rub cam copywriter, now with copy department Henri, Hurst & McDonald, Chicago.

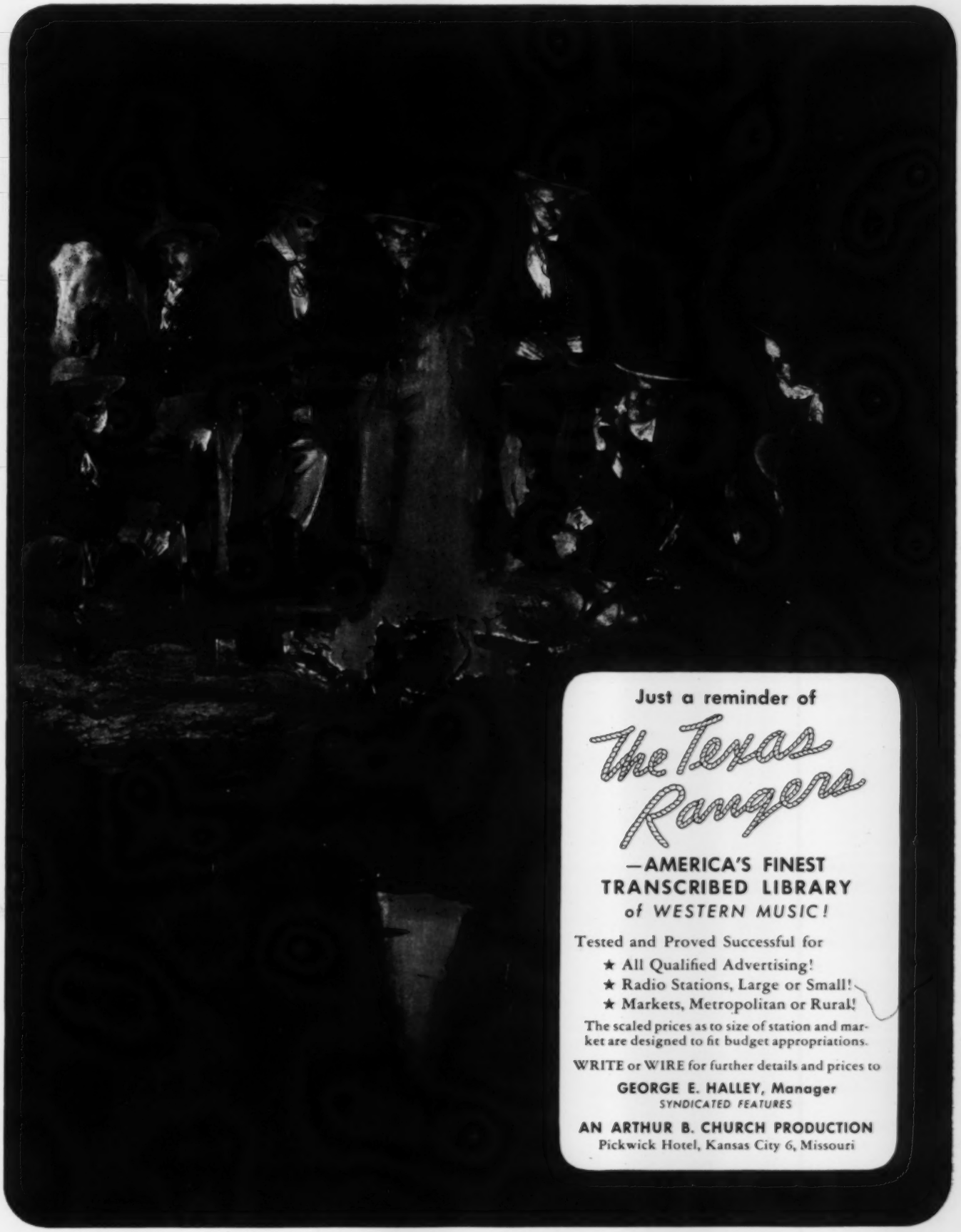
J. OREN (Buck) WEAVER, discharged fro airborne infantry as lieutenant colonel a former news editor of WBBM Chicago befo entering service, returned to station as ed cational director, succeeding Bob Hoadley.

LUCIEN E. DUMONT, formerly of WHE Portsmouth, N. H., is now chief announcer WCOP Boston, replacing Paul Swimelar, w moves to sales department.

IAN M. SMITH, on production staff of CB before joining RAF Ferry Command in 194 back in civilian clothes and named manager Detroit office of Kenyon & Eckhardt. He'll assistant director of Ford *Sunday Evenin Hour*, handled by agency.

LT. COMDR. FLOYD VAN ETTEN, form sales traffic supervisor of NBC Chicago, r leased from Navy, today was to join Americ central division as coordinator of sales acti ties.

W. E. DANFORD has resigned from the sa department of Pet Milk Co. after 12 years join KMBC Kansas City sales staff, effect today (Oct. 15).



Just a reminder of

The Texas Rangers

—AMERICA'S FINEST TRANSCRIBED LIBRARY of *WESTERN MUSIC!*

Tested and Proved Successful for

- ★ All Qualified Advertising!
- ★ Radio Stations, Large or Small!
- ★ Markets, Metropolitan or Rural!

The scaled prices as to size of station and market are designed to fit budget appropriations.

WRITE or WIRE for further details and prices to

GEORGE E. HALLEY, Manager
SYNDICATED FEATURES

AN ARTHUR B. CHURCH PRODUCTION
Pickwick Hotel, Kansas City 6, Missouri